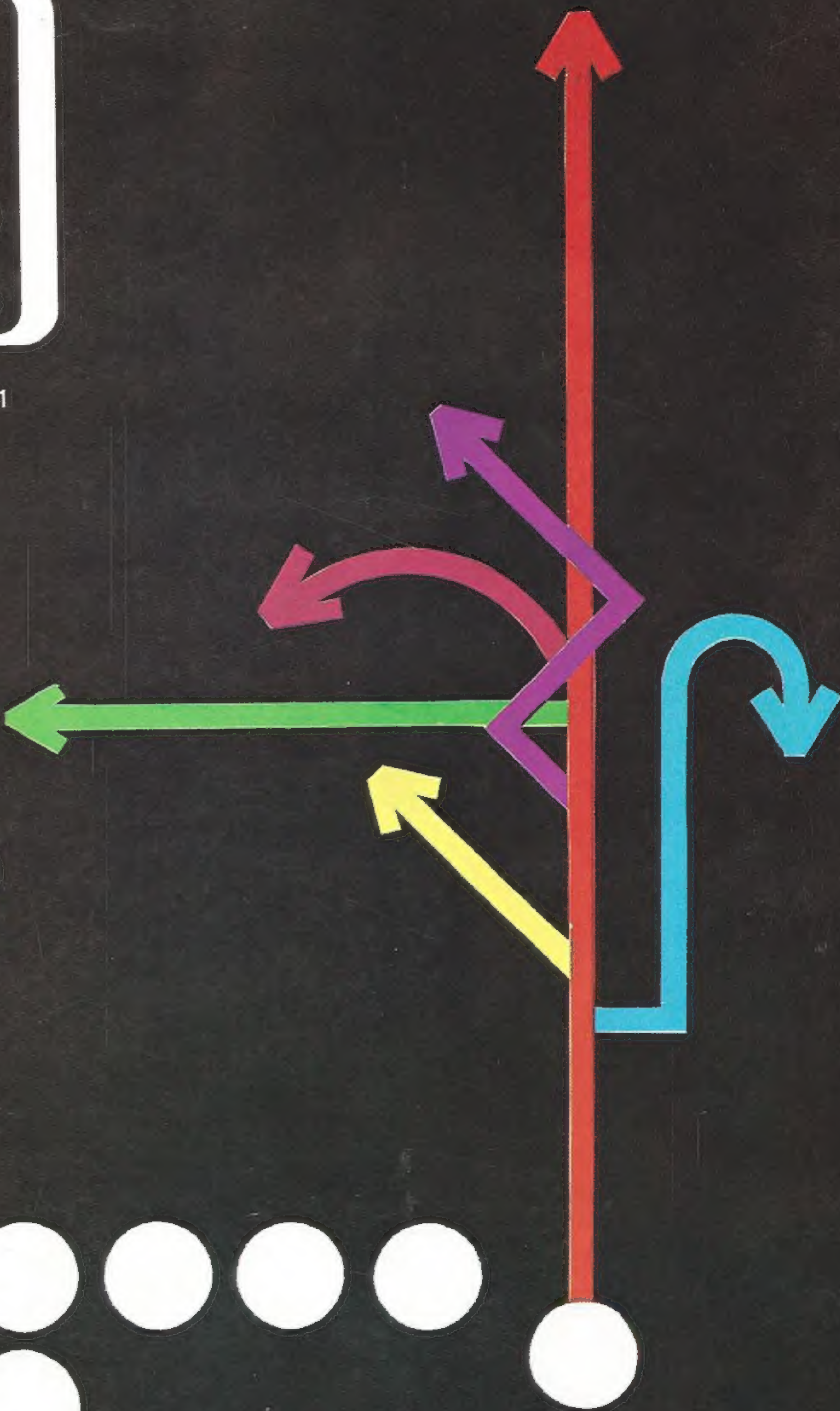


Plain Talks & News

AUGUST-SEPTEMBER 1971



By now each American should be fully aware that this country is going through a financial crisis, not because of desire, but out of necessity. And understanding the policies of President Nixon's "Freeze" as regards to your wages and benefits with the company are, quite naturally, of primary concern.

Simply stated, the company cannot implement any wage or salary increases until after the 90-day freeze period, nor can the company place into effect any employee benefits affecting income that were scheduled to occur during this period.

The "Freeze" also halts any implementation of the 8½% rate increase sought by the company, although we are requesting the regulatory agencies to approve the petition now and make the new rates effective immediately after the freeze is lifted.

No one is particularly overjoyed at the drastic move by the President, probably least of all the President himself. But in a like manner, no one can deny that stringent measures needed to be taken to preserve the nation's economy.

We urge that the "Freeze" be given a chance to work. A three month sacrifice is little enough to pay where the good of our country is concerned. At least it means we are trying to solve our problems instead of just bemoaning the fact that problems exist.

PM

The Freeze, Rate Increase, and You



Volume 49

Number 7

August-September, 1971



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Pat McMeel, Associate Editor
Jim Harper, Contributing Editor
Henry Joyner, Contributing Editor,
Baton Rouge

Member:



OUR COVER:

LSU's All-America defensive back Tommy Casanova, as drawn by our commercial artist Ken Haynie, appears to be studying the variations of a typical pass pattern as run by a flanker. LSU, Texas, and many other teams are covered in our special football section contained in this issue.

Mastering The



Gene Cotton



Lonnie Cobb



Floyd Langlois



Tom Crowe



Ben Riser



Doug Watkins

Having committed itself to nuclear power plant generation, the company is taking the first of many steps toward the realization of that goal by sponsoring an internal education program under the auspices of the Nuclear Utilities Service Corporation.

Thirty-five engineers are currently undergoing a masters level course in Baton Rouge and Beaumont on the nuclear reactor. The highly technical course offers a comprehensive study of the mechanics and theory involved in the reactor and its generation.

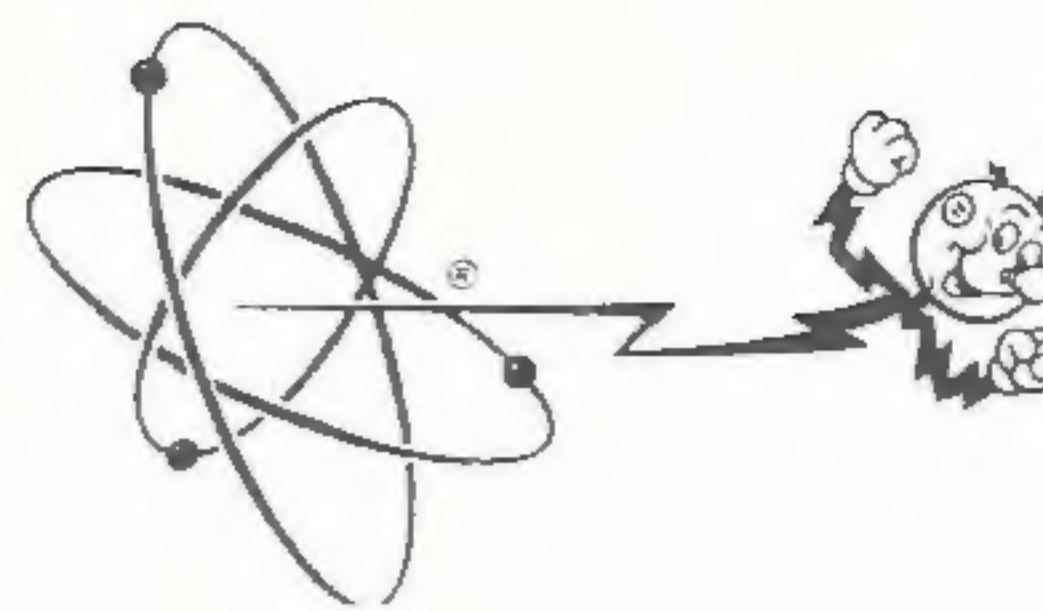
"Nuclear generation of electricity is a whole new ball game," explained William E. Heaner, Jr., vice-president, personnel manager, "Education of our personnel through internal courses such as this, and later, through external classes and in the field training, are just some of the many avenues we will have to take to meet this great challenge of entering the nuclear generation field."

Mr. Heaner went on to explain that all of the participating engineers have expressed an avid interest to become involved in nuclear engineering. "We have offered them no guarantee," Mr. Heaner said, "but we have promised them that when the company begins to gather its nuclear staff that they will definitely be given serious consideration."

Using video tapes prepared by NUS, and monitored by Dr. Wendell Bean of Lamar University and Dr. Edward Steele of Louisiana State University, the engineers meet once a week for three hours. The course is handled as regular college study complete with homework which must be done on their own time after office hours.

The grading of the homework papers and periodic tests keep the engineers abreast of how they are

Reactor



progressing. The course takes 26 weeks to complete.

The course is called An Introduction to Nuclear Power, but there is nothing simple about it. Tom Crowe, one of the engineers taking the course in Beaumont, told PLAIN TALKS the course was quite comprehensive covering such items as nuclear physics, heat transfer and many other complex items.

Future plans for company personnel ticketed for nuclear training include actually working with utility companies at their plant sites. By actually observing other nuclear sites, and talking with the people who have participated in the construction and operation of such facilities, invaluable information can be obtained.

Though our company has barely scratched the surface in its evolution toward nuclear production of electrical power, the first move has been made. That in itself gets us off to a successful start.

Continuing with this program, other engineers in the system will be invited to attend similar sessions by the company. Those participating in this first course were: BATON ROUGE group — R. J. West, S. L. Chaney, E. D. Hansen, S. P. Frazier, R. A. Prewitt, K. J. Hymel, W. A. Lee, W. L. Smith, V. V. Boudreaux, M. E. Walton, J. A. Gremillion, A. L. Shorkey, L. J. Savoy and J. A. Fletcher.

BEAUMONT group - C. E. Calvert, J. A. Meitzen, N. F. Black, W. T. Crowe, L. J. Cobb, P. J. Walker, M. R. Graugnard, Mitchell Hollier, G. P. Cotton, R. G. Chapman, H. A. Kluttz, J. H. Derr, H. L. Hammack, J. D. Watkins, C. R. Lopez, F. T. Langlois, M. M. Hillhouse, A. L. Brady, J. G. Adams, B. W. Reiser, and D. E. Hamilton.



Don Hamilton



Bob Chapman



Perry Walker



Mike Holland



Milton Graugnard



Jim Derr

Narcos: Tell It



Narcotics Agent Donald Geen, above left, gets help from Anders Poulson, safety representative, in lighting up marijuana in a demonstration of smell. Below, left and right, company employees listen attentively as Agent Geen tells of the drug problem and what it can do.

Don't think it can never happen to you. Drugs are omnipresent and your children, through curiosity or whatever, make an inviting target to the "pusher."

This fact and many more were brought to light in a very informative seminar conducted by the Beaumont Police Department.

Narcotics traffic in this country is growing at an alarming rate, and two youthful NARCOs, quite knowledgeable about this dirty business, recently made it quite plain just how much of a problem it really is.

Agents Donald Geen and Harvey Simmons drew upon their personal experience as narcotics agents (NARCO) to emphasize to our employees the seriousness of the abuse of drugs on the human body and its systems.



Like It Is

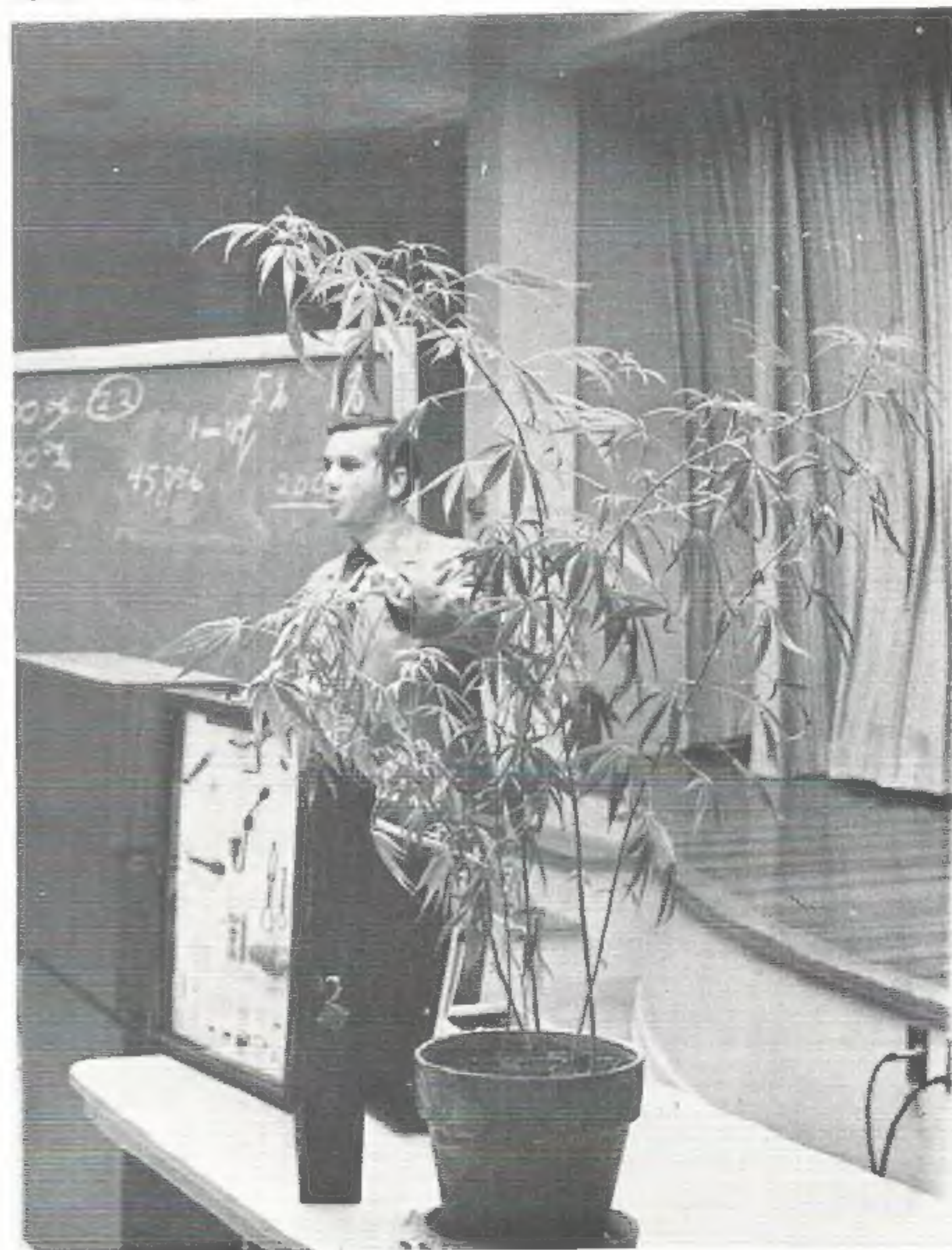
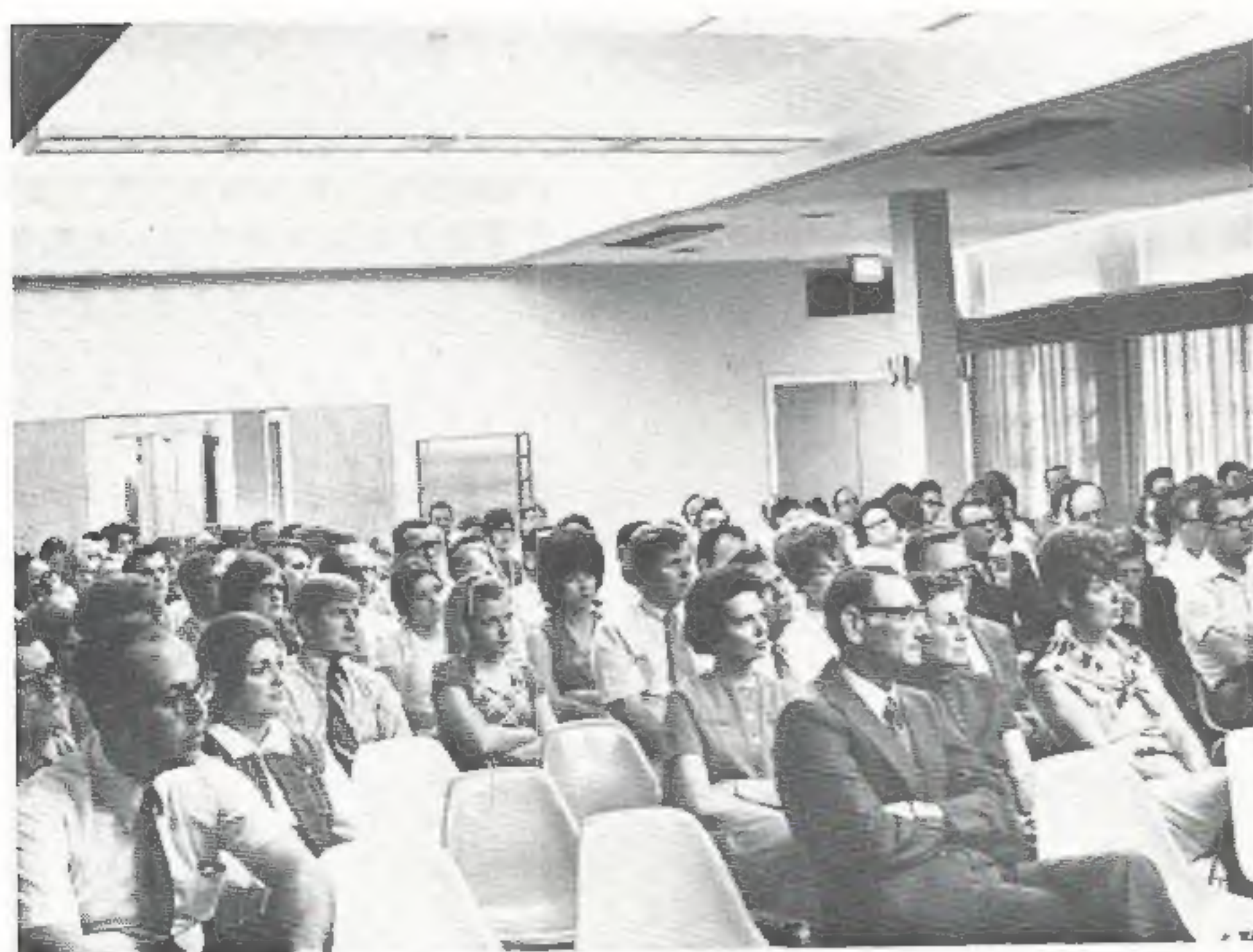
Sponsored by the Safety Department of our company, the seminar was extremely well received with many of the employees staying overtime to ask questions of the two men.

The stories Geen and Simmons told, based on actual cases, had a sobering effect on the audience. They told of the degrading depths to which an addict will go to support his habit. Even pre-teenage children are not exempt, and often become the victims of the pusher.

It was a frightening revelation for many of those gathered, and the policemen pulled no punches in describing the situation. It was an education few of us are likely to forget.



Serious faces reflect the impact of what is being told to them during the recent drug and narcotic seminar. Below, Geen points out the Marijuana plant and explains how a person can identify it. "There's no such thing as an old addict," Geen says, "they generally don't live that long."



READY ON THE

"Ready on the right, ready on the left, ready on the firing line -- commence firing." With the command, the stillness of the day is broken by the sharp reports of many pistols as firing pins slam into the tiny explosive charges in the cartridges.

It's a familiar sound to the men on the rifle and pistol range of the Baton Rouge Police Department and, to two of those men, it's a sound far different than the relative quiet of their offices located in our company's Baton Rouge division headquarters next to old Governor's Mansion.

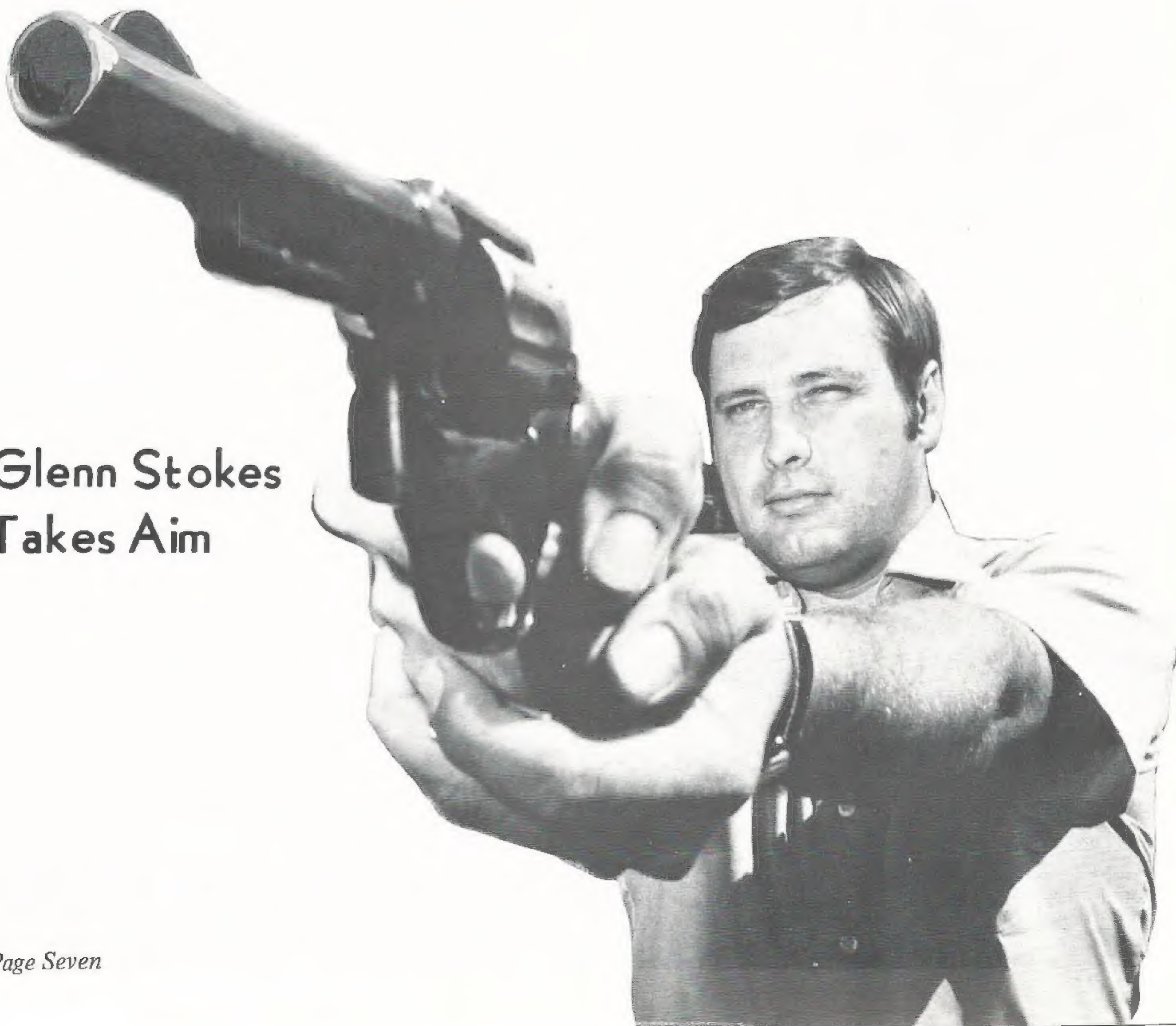
Charles E. Foss, commercial representative, gas-sales promotion, and Glenn Stokes, sales representative, are part of a unique group of men across the nation who are members of the police reserves. They voluntarily give their time after office hours to help the regular police in their jobs.

They don't get paid for their work so why do they do it? "There is no simple answer for that" says Foss, "it offers me a change of pace, and it has its exciting moments."

Most of the time is spent in routine work such as directing traffic at a football game, or monitoring the dispatch radios at the various precincts. But it's when the reserves ride with the patrolmen that their training pays off. Foss recalls one incident where he and his regular officer were involved in a high-speed chase down the Interstate-10. "We were in pursuit of a speeder and were really moving. I kept watching the speedometer and when we hit 100 I began to suggest to the officer driving that we just rely on the radio. At 110 it was apparent that we couldn't catch him and the driver dropped back down to a reasonable speed. I had been on the radio during the chase and could hear other units responding to our call. I don't think anybody ever did catch him though."

RIGHT.....

Glenn Stokes
Takes Aim





Charles Foss, right, and Glenn Stokes pause to check out their weapons before approaching the firing line at the police range in Baton Rouge. Both men were trained in firearms as part of police reserve course.

Perhaps the primary reason for joining the reserves is the sense of accomplishment it gives the men. "It makes me feel good to know that in some small way I might be helping to curb crime. As my wife said when I told her I wanted to join the force, 'If I ever needed the police when you weren't home, I would like to know that the men were available to answer my call.' I guess that explains it as well as anything. The availability of the reserves is appreciated by the regular officers and that makes it worthwhile."

Becoming a reserve officer isn't the easiest process. A man just doesn't walk up and sign the list. A candidate is thoroughly investigated, quizzed and trained before getting a uniform and the right to wear a pistol at his side.

Even when accepted for training, not every candidate completes the course. Many hours of classwork study, physical exercise and testing are undertaken by each candidate. Subjects such as law, patrol techniques, traffic, firearms training, riot control and courtroom demeanor, to name just a few, comprise the course. It amounts to some 40 hours.

Once completed it means that a reserve officer is subject to call for duty at almost any time except during his regular office hours. "The police will not call a man away from his regular job," Foss said, "but you never know what time at night you might be called on. You don't have to answer the call, but the majority of us do because we know that if they call, they really do need us."

These civic minded individuals come from all walks of life. "We have professors from LSU, school teachers, firemen, doctors, repairmen and salesmen like myself," Foss said, "and we belong to an organization of national proportions."

These men take their duty seriously, and thanks to them regular police officers throughout the nation can spend more time on actual cases of crime. The effect of reserve manpower has shown very good results in every city where they exist.

Policemen have long been the unsung heroes of almost every community, and it takes a special kind of man who is willing to put his life on the line eight hours a day (often more) in a job that is not known for its high pay.



Glenn Stokes crouches and fires at a silhouette target as he and other police personnel undergo training in firearms and gun safety. The reservists buy their own weapons, but are given police uniforms upon completion of the course.

Murphy, Worthy Promoted



J. R. "Pat" Murphy
Senior Vice President
Division Operations



J. F. Worthy
Vice-President
Baton Rouge Division

A new senior vice president has been named and a vice president elected, effective September 1. The changes were announced at a board of directors meeting in Orange on August 11.

J. R. Murphy, formerly vice president-Louisiana operations, with offices in Baton Rouge, has been transferred to Beaumont and promoted to senior vice president-division operations.

J. F. Worthy, formerly assistant to the vice president-Louisiana operations, moves up to vice president-Baton Rouge Division.

Mr. Murphy, a 34-year employee of the company, started out as a station clerk at Louisiana Station. He progressed through various power plant posts until being transferred to the Personnel Department as personnel assistant in 1952. He later served as industrial relations director, assistant personnel manager and personnel director.

In 1967, Mr. Murphy was elected vice president-personnel director, and two years later he advanced to vice president-Louisiana operations. He was elected a director of the company in January, 1970.

A native of Hanover, Pa., he is a graduate of the Williamson Trade School in Media, Pa. He also has completed the Harvard University advanced management program.

At Baton Rouge, Mr. Murphy has been active in chamber of commerce and Rotary Club work.

Mr. Murphy and his wife, the former Phyllis Singletary of Baker, La., have two married daughters, Mrs. Nancy Klein and Mrs. Jane Anselmo of Baton Rouge.

Mr. Worthy joined the company in the Advertising Department at Beaumont in 1956. Later that year he was transferred to Baton Rouge and promoted to assistant advertising director. He moved up to director of community relations in 1966.

In 1968, Mr. Worthy was promoted to

assistant to the vice president. In this position, he continued to direct community relations activities and assumed additional responsibility for Gas Department operations.

Mr. Worthy has been active in numerous civic organizations and has held offices in the Baton Rouge Chamber of Commerce, Advertising Club, Inter-Civic Council and Public Relations Society.

Born in St. Joseph, La., Mr. Worthy is a journalism graduate of LSU. He has completed the University of Michigan public utility executive program.

Mr. Worthy is married to the former Norma Kimmel, and the couple has three children, Lisa, Ricky and Trace.

Gulf States' directors also elected H. R. Rouse as an assistant treasurer of the company.

The quarterly dividend of 26 cents a share on the common stock, the 96th consecutive dividend, and regular quarterly dividends on the nine series of preferred stock were declared by the Directors and will be paid September 15 to the shareholders of record August 23.

In other business, the directors discussed and approved various construction items and took action on routine matters.

Following the meeting, the board met informally with a group representing industry, business and government in the Orange area.

Floyd R. Smith, president and principal executive officer of the company, presided over the meeting as chairman. Other directors present, in addition to Mr. Smith and Mr. Murphy, were Samuel L. Adams, Norman R. Lee, John J. Morrison, Roy S. Nelson, Benjamin D. Orgain and Glenn E. Richard of Beaumont; Oliver P. Stockwell, Harrell R. Smith and Edward H. Taussig of Lake Charles; Charles P. Manship, Jr., John W. Barton and Eldon A. Werner of Baton Rouge; Fred V. Wilson of Port Arthur, and Seth W. Dorbandt of Conroe.



Joe Robichau



Charles D. Glass



Richard Peterman

Robichau, Glass, Peterman Named To Sales, Marketing Positions

Three promotions involving the company's system wide marketing program were announced by Lionel V. Dugas, vice president and general sales manager.

Joseph O. Robichau of Beaumont, who has been manager of the company's Information and Data Services Department since 1967, has been promoted to assistant to the vice president-general sales manager.

Effective January 1, 1972, **Charles D. Glass**, superintendent of sales in the company's Baton Rouge Division, will be transferred to Beaumont and promoted to general sales manager. Also on January 1, 1972, **Richard J. Peterman**, who has been an engineer in the Rates and Depreciation Department in the Beaumont general office since 1965, will advance to the newly created position of director of marketing services.

Mr. Dugas said that the changes are the first step in the reorganization of the company's marketing program. Mr. Dugas will retire December 31, 1971, closing a 40-year career.

A native of Beaumont, Mr. Robichau is an electrical engineering graduate of Lamar University. He joined the company in Beaumont in 1957 as an engineer in the Relay and Communications Department and moved to the System Production Department in 1960. He was promoted to manager of IDS in May, 1967. He also serves as vice president of the company's subsidiary company, Varibus, Inc. He is a registered engineer in Texas and a member of the Institute of Electrical and Electronic Engineers. Married to the former Betty Jean Pate of Beaumont, the Robichauss have six children. They attend St. Anne's Catholic Church.

Mr. Glass is a native of Mount Pleasant, Texas, and an engineering graduate of Texas A&M. He has been sales superintendent in Baton Rouge since 1968. Prior to that he was commercial sales supervisor in Baton Rouge and an industrial engineer in the company's Lake Charles and Lafayette areas.

Mr. Glass was called to active duty with the Air Force in 1954 and served until 1956.

An active civic worker, he is a member of the Kiwanis Club and the Louisiana Intracoastal Seaway Association. In Lafayette he was named Kiwanian of the Year in 1964.

He is married to the former Gretchen Elkins of Lake Charles and they have two daughters.

Mr. Peterman is a native of Alexandria, La. He earned his electrical engineering degree at Louisiana State University and joined the company in 1958 in Beaumont. Shortly after, he was assigned to Lake Charles as an engineer in the transmission and distribution department, and in 1960 he became an industrial sales engineer. He was transferred to Beaumont and promoted to the Rates and Depreciation Department in 1965.

Mr. Peterman is a member of the Knights of Columbus, Council 951, in Beaumont, and attends St. Anne's Catholic Church. He is seeking his master's degree in business administration at Lamar University.

A Bright Outlook



Wexford Park, laying just outside Vidor, Texas, sports a new look with its mercury vapor lights. The system was installed at the request of the residents, with each home owner paying a little each month.

Wexford Park, a subdivision just outside the corporation limits of Vidor, Texas, is now basking under the glow of the finest residential street lighting system available anywhere, and are peing for it themselves.

What makes the situation so unique is that the residents of Wexford Park don't mind paying for the lights. Since the lights, obtained through the efforts of the self organized Wexford Park Association, the residents have expressed the feeling of being much safer now. There is little apprehension about letting their children play outside after the sun sets.

Being outside an incorporated area, the subdivision was built without lights. The residents decided to join forces, formed the association and approached our company about getting the lights. An agreement was reached and the system was installed with each house owner paying so much each month. This self-paying plan will continue until Wexford Park is taken into the city limits of Vidor or until some other agency can take over.

Brooks Bishop, a commercial salesman of our company and one of several company employees living in the area, said the people of Wexford Park are quite pleased with their new look, and a peace of mind the lights bring with it.

Mid County Tops List

Vidor, Orange, Baton Rouge and Mid-County continued to lead the various divisions in average Kwh consumption over a 12 month period ending in June according to the latest statistics.

Mid-County, located in the center of the Golden Triangle and in the Port Arthur Division, led all divisions with an average of 11,497, an increase of 361 since Jan. 1.

Baton Rouge has an average of 10,932, while Vidor is next with 10,594, followed by Orange at 10,476 and Baton Rouge Rural-Eastern District with 10,414.

The company total average is 9,328 Kwh, an increase of 284.



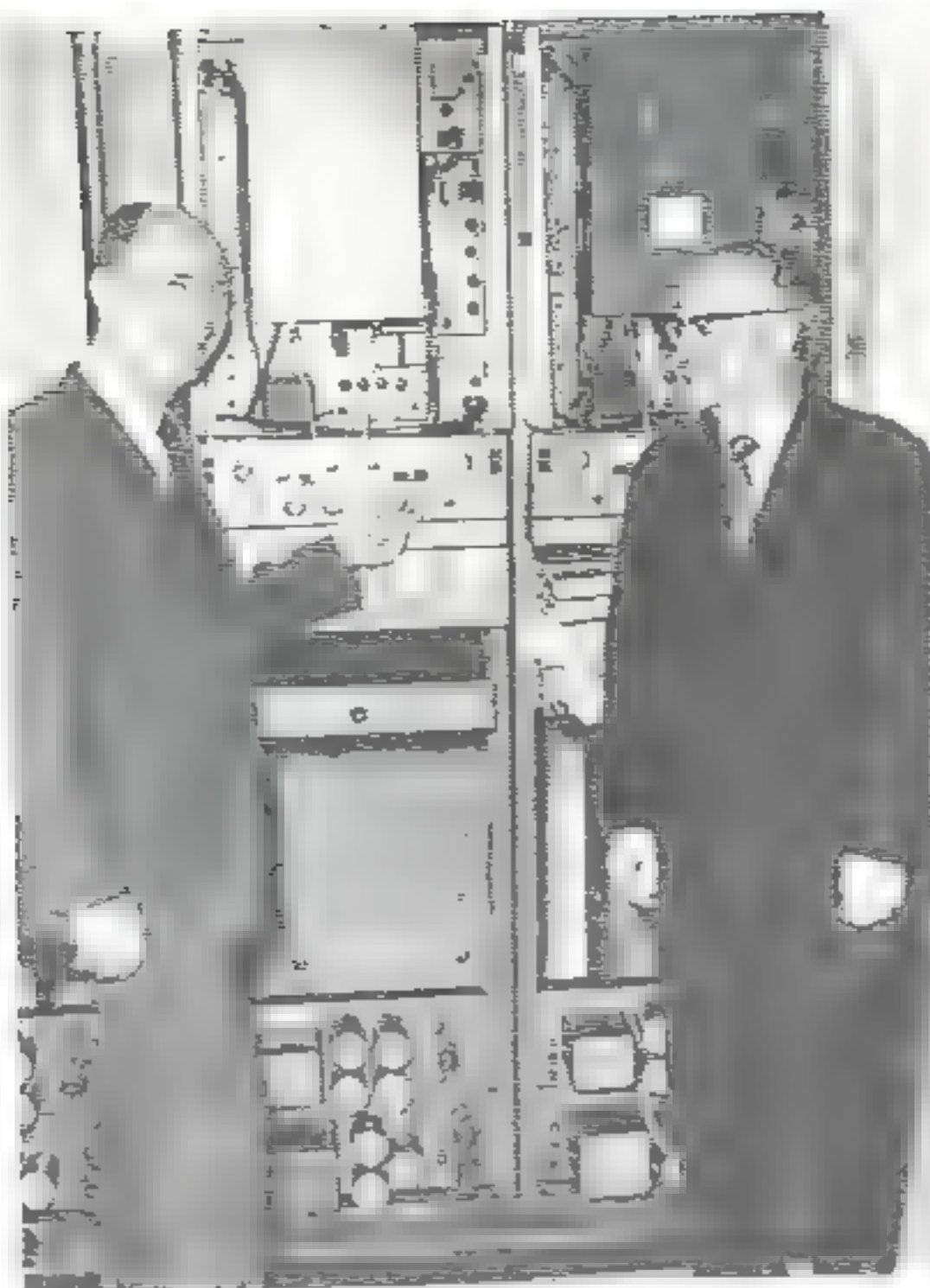
Gene Pairette, residential salesman, recently had the pleasure of conducting a seminar on basic electricity to a group of Lamar University home economists in Beaumont. Mr. Pairette said the aim of the seminar was to familiarize the future economists on the basics of electricity as found in the home, from reading the meter to safety measures.

Virgil Shaw Appointed

Virgil Shaw, division manager-electric operations, Baton Rouge Division, has been appointed to the advisory board of the Louisiana Foundation For Private Colleges.

The appointment came during the Foundation's annual meeting, held this year at Centenary College in Shreveport.

Our company is one of over 100 corporations in the state that supports the foundation's work of raising funds in financial support of the state's private institutions of higher learning.

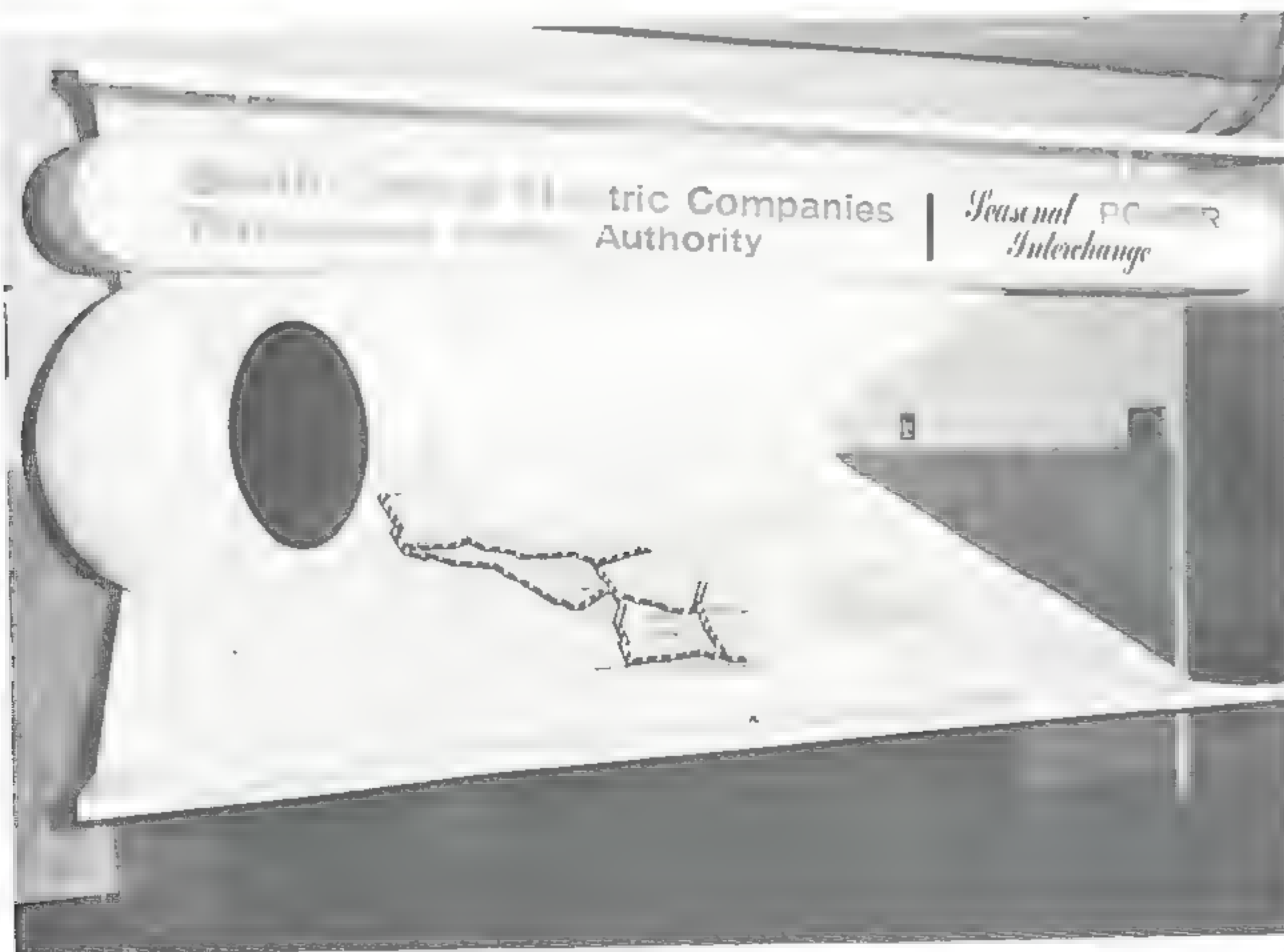


Ed Hodges, division manager of the Lake Charles Division, acted as our representative recently when our company donated on-line microwave stations to Dr. Rex Smelser and the Sowela Technical Institute, left, and right, to Dr. Donald W. Nalley and McNeese State University. The combined equipment, valued at \$94,000, was given to the two institutions when newer solid-state units were installed. Dr. Smelser is director of Sowela, while Dr. Nalley is assistant professor of electrical engineering at McNeese.



POPULAR COMMERCIAL

According to television viewers in the Golden Triangle area, one of our company's 60 second commercials, Value of Service Baby, was judged to be the second most popular seen on KFDM-TV. KFDM-TV conducted the survey on its "Ask The Manager" program.



Power Interchange Exhibit—Our company, and the other electric utilities comprising the South Central Electric Companies, built this exhibit that graphically explains the seasonal power swap between members and the Tennessee Valley Authority system. The exhibit has been in the Federal Power Commission building in Washington for several years. Plans are being made to set it up in the SEFOR building at Fayetteville, Ark. The exhibit weighs 5,400 pounds.

Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during July, 1971 covering employee deductions and Company contributions through June, 1971 were as follows:

6,271 shares of common stock at a total cost of \$151,081.21, or an average cost per share of \$24.092.

212 shares of \$4.40 preferred stock at a cost of \$12,842.75, or an average cost per share of \$60.579.

The Trustee deposited \$32,781.41 with the Savings Department of the First Security National Bank of Beaumont, Texas.

1971 FOOTBALL OUTLOOK

The Readers Choice

Texas, Texas and once again Texas seemed to be about the only answer we received in response to the challenge issued in the June issue of PLAIN TALKS asking the readers for their choice in the upcoming collegiate football wars.

The Longhorns were an overwhelming choice by you to capture not only the Southwest Conference crown, but the national title as well. PLAIN TALKS has other ideas as you will see in reading the special 1971 Football Outlook. But this space is devoted to you.

As the responses were received only Auburn emerged as a team that might possibly have a chance to upset the Longhorns' bid for the national title they so narrowly missed last year. Led by Pat Sullivan, the Tigers do indeed appear to be a strong choice in the Southeastern Conference race with another set of Tigers, LSU type, given the nod should Sullivan's gang falter.

On the national scene, the Nebraska Cornhuskers are given the best chance to repeat as national champs should Texas or Auburn be upset along the line. The defending champions came in a close third, just behind Auburn according to your response. Notre Dame was next, with Arkansas, LSU, Tennessee, Arizona State and USC rounding out the top ten.

In the Southeast Conference Auburn was close choice over LSU. Following the two Tiger teams you have chosen Tennessee, Georgia, Florida, Alabama, Mississippi, Mississippi State, Vanderbilt and Kentucky in that order.

To no one's surprise, Texas breezed in as the No. 1 choice by you, with Arkansas second followed by Texas Tech, SMU, TCU, Baylor, Texas A&M and Rice.

So that's the way you picked them. PLAIN TALKS sees 'em differently and only time will tell. Whomever wins we hope you enjoy reading this 1971 Football Outlook.

PM

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IN SWC RACE

Arkansas, Texas Tech To Edge Out Longhorns

Trying to pick the winner of the Southwest Conference has been made easy in the past few years thanks to the Texas Longhorns, but the Steers dominance of the tough SWC ends this year.....at least that's the rumor coming out of Fayetteville and Lubbock.

Being new to the Lone Star State, we've been warned "never bet against Texas," but being from Louisiana and a rabid fan of "that other team," we feel safe in predicting that it will be either Arkansas or the Raiders of Texas Tech who upset the Austin appplecart this year

and furnish new blood for the turf of the Cotton Bowl in Dallas.

Armed with this faith, PLAIN TALKS boldly takes the plunge and predicts the order of finish in the SWC this year will be:

1. Arkansas
2. Texas Tech
3. Texas
4. TCU
5. Baylor
6. Texas A&M
7. SMU
8. Rice

Things may get really exciting in a couple of years when Houston, new SWC member, is able to work itself into the football championship race. Looking back at these predictions, things might get pretty exciting in the PLAIN TALKS office before long.

Regardless of who wins the crown, the Southwest Conference struggle is always a good one and the champion is a good bet to take the national title as well. But the national championship is getting harder every year to nail down. It'll take another perfect record—and a lot of luck.

What will the Southwest Conference field in 1971? Below are summaries of the eight clubs, based on facts at hand at the time. You decide, pick the order of finish, and compare it to the one above at the year's end.

ARKANSAS

We don't know if its true that Frank Broyles sent a Louisiana Voodoo doctor a Darrell Royal doll to stick pins in, but the Razorbacks are preparing to stick it to the Horns if they can, and they might.



Eddie Phillips and Jim Bertelsen

Quarterback Bill Montgomery is gone, but SWC coaches can't find any reason to celebrate—the reason—Joe Furgerson. You remember Joe. He's the boy who set just about every prep record there was to set while playing quarterback at Woodlawn in Shreveport. The only colleges that didn't want him were the ones that didn't have football teams. As a sophomore last year behind Montgomery, Furgerson threw 86 passes, completed 48 of them for 748 yards and four touchdowns.

Arkansas lost 13 seniors. Names like Montgomery, split-end Chuck Dicus, Pat Morrison, Bill Burnett, Rick Kersey and Dick Bumpas. Broyles isn't happy over the losses, but he's not in a corner hiding either.

Back are such stars as split-receiver Jim Hodge (a teammate of Furgerson's at Woodlawn), and Corkey Cordell, Jon Richardson, Bill McClard, Scott Binnion and others. David Reavis, a 6-4 240 muscleman, is another man counted on by Broyles.

Defense is the primary concern of the Porkers, specifically, the line. Arkansas will have to rebuild here, but if Broyles can fill the holes, the Hogs could take it all.

TEXAS TECH

Coach Jim Carlen's Red Raiders could just be the surprise team of the SWC, and definitely the favorite if Arkansas or Texas falter.

The Raiders will be back off an 8-3 season with almost the same team that defeated Liberty Bowl winner Tulane (21-14), and which lost only to Texas (35-13) and Arkansas (24-10) in the conference race. Only six men will not return.

Led by Doug McCutchen, who rushed for 1,068 yards, Texas Tech is solid in basically every phase of the game. Charley Napper runs the option offense to perfection, and the team will be big with the likes of Andre Tillman (6-5, 235), Chuck Zellar (6-3, 250), Fred Perry (250 pound Dallas product), and newcomers Mike Henthorn (6-6, 220), Tim Schaffner (6-2, 220) and Cedric Jones (6-6, 210) in the line.

Many sophomores could find themselves in the starting lineup despite a

veteran varsity because of exceptional talent. Joe Barnes is one. Barnes led the undefeated frosh with an average of six yards per carry, and did equally well as a kickoff and punt return man. James Mosley of Lubbock checks in with the varsity as the leading rusher off the frosh team with 428 yards in 80 carries for a 5.4 per-carry average.

Add All-Conference cornerback Ken Perkins, big tough Larry Molinare and Mike Watkins to name a few, the Red Raiders will be hard to stop.

UNIVERSITY OF TEXAS

What can you say about the Longhorns? Darrell Royal has that knack of all great coaches of being able to wave his magic wand over the waters and part the seas. Only Notre Dame has been able to solve the Royal riddle, and they needed two tries.

Gone are Steve Worster, Bobby Wuensch, Deryl Comer, Cotton Speyrer, Jim Achilles, Bill Atessis, Scott Henderson and five other starters. This should be enough to wreck any dreams of a repeat conference championship. But Texas just seems to keep cranking em out year after year and nobody is quite sure just what it will take to shut down the Steer's machinery.

Eddie Phillips will be back at quarterback and that has got to spell trouble for somebody. Throw in Jim Bertelsen at halfback, Bobby Callison (redshirt last year), and junior letterman Dan Steakley along with some talented sophomores, the Wishbone-T will ride again.

Big Jerry Sisemore (6-5, 235) will anchor the line along with senior Carl White (6-4, 235). Ray Dowdy and David Arledge are also back giving evidence that the Longhorns will not roll over and play dead for anybody—they never do.

AND THE REST

The Horned Frogs, Bears, Aggies, Mustangs and the Owls we figure will have to play catch-up in order to stay with the above three, but we readily admit that we could wind up eating our words.

The Frogs have a new coach. Let's put it another way. The Frogs are under a different coach, Jim Pittman is his name

and he has a reputation of being able to put the word "win" back into the vocabulary. Tulane went from something less than nowhere to the Liberty Bowl Championship over a shocked Colorado team with Pittman at the controls. Now "The Man" is at TCU and the vibrations are already being felt.

Steve Judy will call the signals for Texas Christian, and if TCU can find the speed to go with its size and depth, Pittman could field a winner his first year at the helm. No one is predicting a run for the title, but stranger things have happened.

BAYLOR BEARS

Baylor has 26 lettermen returning from a season which found the Bears on the winning side only twice in 11 games. But that record is deceiving. Baylor fell to Texas only 21-14, to Texas Tech by 7-3, to Pittsburgh 15-10, to Rice 28-23. It was that kind of season. Much of what happens this year depends on Matthew Williams. As a sophomore Williams scored all six of Baylor's touchdowns on the ground, led the team in rushing with 711 yards, commendable in view of the record.

Big Roger Goree, defensive end from Louisiana, is the mainstay of the defense. Gary Sutton (220) and Glen Chmelar (225) will be on defense to help out. Baylor's success, or lack of it, hinges on how well the sophomores perform. If they come through the Bears will definitely improve over their disappointing 1970 record.

TEXAS A&M

The Aggies won only two games last year and one of them will go down in A&M history as one of the most exciting ever. After romping past Wichita State 41-14 (before the tragic plane crash that killed most of the Wichita State starters), the A&M club traveled to Baton Rouge to face the heavily favored LSU Tigers. On the last play of the game a desperation pass connected and the Aggies left behind a shocked bunch of Louisianians looking at the scoreboard—A&M 20, LSU 18. The Tigers lost only one more regular season game before bowing to National Champion Nebraska in the Orange Bowl. A&M

didn't win again.

The Aggies will have their problems again this year, despite having the services of more veterans than ever before. Only two starters, safety Dave Elmendorf and offensive guard Jim Parker will not be back. On paper Texas A&M has only three problems, and all are hypothetical—a trend toward injuries and beating themselves via fumbles, interceptions and mental mistakes.

IF the Aggies stay healthy, IF the most penalized team in the SWC can contain itself, and IF fumbles and interceptions decline, the Aggies could find themselves in the thick of the battle. With a schedule that includes LSU, Nebraska, Arkansas, Texas and Texas Tech, everything is going to have to click for the Aggies, and whose to say that click won't happen.

SMU MUSTANGS

Southern Methodist University hasn't been the same since Jerry LeVias graduated, but the Mustangs feel that Port Arthur's Gary Hammond may change all that this year. Hammond not only finished third in the conference in rushing with 891 yards, but also led the league in interceptions with 50 catches for 489 yards

and three touchdowns. Now get this—Hammond will not be a running back this year, nor will he be returned to split end as he was his sophomore year—this year Gary will be quarterbacking. If he comes through again as he done in two previous years then anything can happen. The position is not new to the Southeast Texan. Hammond won All-State honors at the position while playing at Port Arthur and was the freshman quarterback at SMU.

All this depends on how well a Henderson product named Keith Bobo turns out. Bobo was the quarterback for Henderson back when he and Joe Wylie (now at Oklahoma) were burning up the East Texas gridiron. Together they led Henderson deep into the state playoffs before losing to Mexia. Should Bobo (6-3, 195) come through, it could be that a new "super-duo" could rival the fame of past SMU greats.

The defense is sound with only the offensive line posing the greatest threat to the Ponies' 1971 success. Gone are center Bill Hart, guard Harry Hargrave, tackle Bill Jackson and tight end Ken Fleming. How Hayden Fry settles this problem will determine how his club fares in the tough weeks ahead.

RICE OWLS

Rice is a question mark. Bill Peterson makes his first appearance as a head coach in the SWC and already the changes are evident. Rice football players are actually saying out loud that they can win. They will get their chance to prove it early in the season—the first game in fact—against cross-town rival University of Houston. This is a game that Texas' largest city has been waiting for years to see. The date is Sept. 11, in Rice's stadium.

Rice hasn't had a winning season since 1963, then it was only 6-4. But Peterson has instilled a new brand of determination into the players. It will take more than that, and Peterson knows it—what's more, the players know it.

Peterson is of the same mold as Pittman. Both believe in hard work, with more hard work to polish the hard work. Peterson's Florida State teams were noted for their explosiveness and rumors from the Owls' camp tell of a wide-open offense and a gangland defense. How well the players adjust to the new regime remains to be seen but it should make for an interesting season—especially on Sept. 11.



FLYING WEDGE -- A rare photograph (circa 1890) of one of football's most controversial formations--the Flying Wedge. One of the game's early mass plays, it caused many people to attack football for its brutality. The flying wedge was outlawed as the game developed in the early 20th century under the leadership of Walter Camp, father of American football. (Photo courtesy Merion Bluegrass Association)

Tigers Look Strong In '71, Should Capture SEC Crown

From a shocking defeat at the start of the season to an equally shocking victory at the end, the 1970 LSU football season was one to remember and the future looks just as bright -- with certain reservations.

LSU was stunned in the opening game of the season when quarterback Lex James lofted a desperation pass to his wide receiver Hugh McElroy good for 76 yards in the closing seconds of the game to give Texas A&M a 20-18 victory. The other shocker came when "Super arch-rival" Mississippi came into the Baton Rouge "Snake Pit."

Ole Miss's Archie Manning was down but not out. It was the season finale for both clubs. Both had bowl invites hanging in the balance, and a victory by LSU would sew up the Southeastern Conference championship. Everyone knows what happened --- LSU 61, Ole Miss 17.

It was a tough season with the likes of Auburn, Alabama, Notre Dame and Ole

Miss on the schedule. This year the odds are just as great against the Tigers with Notre Dame, Colorado, Tulane, Ole Miss and Alabama, (five bowl teams), and Florida providing the punch. Also on the schedule, and not to be taken lightly, are A&M, newcomer Wisconsin in Madison, Wisc., Rice, Kentucky and Mississippi State.

If the Tigers are to retain their SEC crown in 1971 head coach Charlie Mac will have to replace two vital cogs in his defensive unit, All-American linebacker Mike Anderson and tackle John Sage, another All-American.

Seven offensive and five defensive starters return, including LSU's third 1970 All-America Tommy Casanova (a strong Heisman Trophy candidate for this year). Also back are All-SEC performers guard Mike Demarie, tailback Arthur Cantrelle and defensive tackle Ronnie Estay.

using his veteran quarterback about 60 percent of the time. In 71 it will be Bert Jones stepping up as No. 1. Jones will be

(Continued next page)



ANDY HAMILTON



TOMMY CASANOVA

Andy Hamilton, right, and Tommy Casanova, left, two returning All-Americans for LSU.

Over-all, LSU appears to be stronger on offense with only nine lettermen lost, but the defense must be rebuilt, particularly in the line and deep secondary. The kicking game should be as strong as last year, although it may be difficult, if not impossible, to better the punt coverage which allowed returns of 64 punts for less than five yards per return average.

Since going through a surge of quarterback injuries several years, McClendon has done what he could to prevent a recurrence by becoming an exponent of the two-quarterback system and it has paid off in that he has been able to bring along a young field director under fire

PREDICTED SEC FINISH

We figure the Southeastern Conference race should finish in this order:

1. LSU
2. Auburn
3. Tennessee
4. Alabama
5. Georgia
6. Ole Miss
7. Florida
8. Kentucky
9. Miss State
10. Vanderbilt

Arkansas State, USL, Southland Favorites

There will be two 1970 football champions in the Southland Conference this fall but the heavy favorite for the 1971 bunting is Arkansas State, defending SLC king and last year's national college division champion.

The other 1970 champion is the University of Southwestern Louisiana, which became a member of the Southland in June along with Louisiana Tech. Southwestern Louisiana captured the title of the now defunct Gulf States Conference

last year en route to a 9-3 campaign.

With USL and Louisiana Tech competing in the Southland, the league now has seven members. The charter folks are Lamar University, Arkansas State, Abilene Christian, Trinity University and Texas-Arlington.

The 1971 championship race will be declared on a five game basis until the league's wheels can work out a round-robin slate for the future. It really doesn't matter much, however, since Arkansas

State plays all six foes (the Texas-Arlington game will not count for Arkansas State).

Those Indians from Northeast Arkansas have a 19-game winning skein in the works, including a perfect 11-0 campaign last year when they cleaned up the SLC for the third consecutive year.

To make matters even worse, the Indians lost only three starters from that great 1970 outfit and return three bonafide All-Americans - - - fullback Calvin Harrell, defensive back Dennis Meyer and guard Bill Phillips - - in addition to three-year quarterback regular James Hamilton.

USL is capable of beating anyone on a given night and the Ragin Cajuns have 38 lettermen returning. Abilene Christian lost its great quarterback Jim Lindsey and may be hard-pressed to repeat last year's 9-2 worksheet, but the Wildcats and Trinity University should battle for third and fourth places with the bottom of the order being settled among Lamar, Louisiana Tech and Texas-Arlington, rebounding from an 0-10 pounding.

Tigers Look Strong

backed by either Paul Lyons (second string cornerback in 70), or squadmen Mike Riley, Billy Broussard and Gene Knecht.

Senior Andy Hamilton (6-3, 195) should continue to set records in pass catching from the splitback post. Already possessor of the most yardage in one season for LSU and most in a career, the phenomenal receiver will be backed up by junior letterman Wayne Dickinson.

LSU's defense for the second year in a row, paced the nation in stopping the rush, but three-fourths of the starting front four have graduated. Only two touchdowns against LSU last year came via the ground. On a per-game basis, LSU held its opponents to an average of just 52.2 yards on the ground. It's a fantastic record when you consider that

Notre Dame was No. 1 in the nation when LSU met them in South Bend (ND 3, LSU 0), and Nebraska was No. 1 following the Orange Bowl victory (Neb. 17, LSU 12). Auburn was also nationally ranked when the Fighting Tigers upset them in Auburn 17-9.

So it all rests with the defense again in 1971. LSU has long been noted for its exceptional strength on defense, and "Cholly Mac" has his work cut out for him again. Being under this baptism of fire is nothing new for the Tiger Coach. In his nine seasons of coaching he has compiled a remarkable record of 70-24-4 for a .735 winning percentage, seventh best in the nation among coaches with eight or more years of experience.

In Louisiana, it's always the "Year of the Tiger."

Predicted Southland finish as PLAIN TALKS sees it:

1. Arkansas State
2. Southwestern La.
3. Abilene Christian
4. Louisiana Tech
5. Trinity University
6. Lamar University
7. Texas-Arlington

Bearkats Could Be Surprise

Head football coach Tom Page predicts a "jam up" for the top spot in the Lone Star Conference this season.

"Barring injuries, we should be one of the teams to beat in the LSC this year," Page said. "The conference will be more balanced than last year, possibly without A&I having the offensive strength they've had in the last three or four years."

However, Page noted, that the A&I defensive squad from last year, which rated No. 1 in the conference, didn't lose a man off the starting roster.

It was A&I that took the title last year

while the Bearkat's settled for second place after posting an 8-2-1 record for the season.

The Kats will be returning 28 lettermen, including eight defensive starters and nine offensive starters.

Among those will be Ronnie Carroll, all conference defensive end, and Fred Reese, league leading rusher last year with an average of 101 yards per game. Reese was named LSC second team fullback. Also returning will be Eugene (Bull) Lewis, Lewis received LSC honorable mention last year for his efforts, aver-

aging over 68 yards per game as tailback.

"Potentially we have our best team since 1964," said Page. "Our linemen are bigger, faster and more experience. Backs are as good as any we've had. Inexperience at quarterback is the big question and could have great bearing on the season."

Untested at the Bearkat helm will be John O'Leary, 6-1, 175, sophomore quarterback from Columbia. "A tremendous passer," said Page.

The predicted jam will be between A&I, San Angelo State, Sul Ross and Sam Houston, Page said, also noting that East Texas would be rebounding from a poor season.

"We have a good strong team, good depth. We will win some games," Page said quietly.

FINAL STANDINGS 1970 Season

Associated Press (Final Vote after Bowl Games)

Team & Record	Points
1. Nebraska (11-0-1)946
2. Notre Dame (10-1)814
3. Texas (10-1)721
4. Tennessee (11-1)683
5. Ohio State (9-1)588
6. Ariz. State (11-0)472
7. LSU (9-3)464
8. Stanford (9-3)440
9. Michigan (9-1)346
10. Auburn (9-2)289
11. Arkansas (9-2)199
12. Toledo (12-0)157
13. Georgia Tech (9-3)124
14. Dartmouth (9-0)90
15. Southern Cal (6-4-1)85
16. Air Force (9-3)67
17. Tulane (8-4)31
18. Penn State (7-3)17
19. Houston (8-3)14
20. Oklahoma (7-4-1) and Mississippi (7-4)12

United Press International (Final Vote before Bowl Games)

Team & Record	Points
1. Texas (10-0)321
2. Ohio State (9-0)284
3. Nebraska (10-0-1)274
4. Tennessee (10-1)204
5. Notre Dame (9-1)177
6. LSU (9-2)173
7. Michigan (9-1)107
8. Ariz. State (10-0)85
9. Auburn (8-2)71
10. Stanford (8-3)30
11. Air Force (9-2)20
12. Arkansas (9-2)17
13. Houston (7-3)16
14. Dartmouth (9-0)12
15. Oklahoma (7-4)11
16. Colorado (6-4)4
17. Georgia Tech (8-3) and Toledo (11-0)3
19. Penn State (7-3) and Southern Cal (6-4-1)1



RONNIE CARROLL
All-Conference Star
Sam Houston

A Boyhood Dream -

Called by one Southwest Conference official "the best all around basketball" in the league, Jim Dowies earned his All-America laurels by being named to the District Six dream team by a national magazine while a member of the University of Texas five in 1951.

Today Jim can be found in the Orange office where he holds down the job of district accounting supervisor. "My son

didn't believe I was All-America until I showed him the magazine article," Jim relates. Dowies can vividly recall many exciting moments that took place on the court during his career. One of them concerns a one point loss to Texas A&M (33-32) in the third game of the NCAA District Six playoff. "We were beaten at Austin, and that was only the third game we lost at home all year."

High scores were not the rule back in the late 40s and early 50s. Fifty points was considered a fine team effort. Dowies hit for 11.9 points per-game as a junior to lead the Longhorns in scoring, and came back in his senior year to better that mark averaging 13 points to again rank as the high scorer.

Quoting from the Austin newspaper in 1952... "At Texas he has added a deadly hook shot and one-handed push to his repertoire, and is recognized by close observers as one of the best all-around performers in the league. He is a good bet for all-conference honors."

Playing his last game in Gregory Gym at home, Dowies hit for 25 points against Rice in a 46-42 victory assuring Texas of no worse than second place his senior year. It marked the high of his career as a scorer.

Standing 6-3, 200 pounds, Dowies was not the tallest player on the court but his aggressiveness made him one of the most respected players in the Southwest. Being named to the District Six All-America team was, of course, the highlight of his playing days. Also making the team that year were stars such as Baylor's Ralph Johnson, TCU's George McLeod (high school teammate of Dowies at Sam Houston in Houston) and Jim Ethridge, Ralph Johnson of Arizona and Dowies. The first team national All-America club of 1952 had a starting five composed of Kansas' Clyde Lovellette, Kentucky's Cliff Hagan, Duke's Dick Groat, Chick Darling of Iowa and Glen Smith of Utah.

Who were some of the best players he faced? Jim remembers one fella from over in Louisiana at LSU who was pretty good—went by the name of Bobby Pettit.

Dowies was what many people call a "natural athlete." While at Sam Houston High School he played football and baseball also, being quite versatile on the gridiron. He was the quarterback when his team ran from the T-formation and was the tailback in the single-wing attack.



Being All-America

Football has been good to Ernest E. "Fig" Figari, retired superintendent of Neches Station, and Fig was good for football.

Back before there was a Cotton Bowl, or any one team being named the National Champion, Fig became an All-America for a powerhouse Texas Aggie 11. The year was 1927, and the Aggies were certainly no joke as they went undefeated and captured the Southwest Conference championship.

In a 1967 PLAIN TALKS interview, Mr. Figari recalled that glorious season. "If there would have been such a thing as a national champion back then, we would have been it." It was almost the year the Cotton Bowl was born.

According to Fig, A&M was to have played a post-season game in Dallas against Georgia, also undefeated with but one game left. Georgia lost that last game and the post season matchup was called off.

Fig played right guard on that Aggie team and in November of 1927 the Austin American Statesman named him to the paper's All-America team. In citing Figari for the honor, the paper described

him as "...a whiz in that Aggie interference."

As Fig remembers it, "We played a different brand of football than you see today, I played when the 'Razzle Dazzle' offense, developed by Ray Morrison, coach at SMU, was going big."

Figari explained "razzle dazzle" as an offensive play wherein the man with the ball would always be followed by another player to whom he could lateral the ball when he got into difficulty. "It made for exciting football," said Fig, "both for the players and the fans."

The greatest change between football of today and in his time is the specialization of the game today. Back in '27 there was no such thing as an offensive team and a different defensive team. "We had to go both ways," said Figari.

Fig was quick to admit that going a full 60 minutes was tiring on a player, especially when you consider that the players of 1927 wore far less padding

than those of today. But Fig still feels the old way was better. "I feel a lot of the value of the game to the individual player is lost by this platooning. Also, I have never gone along with the idea that a player is better at his position when he specializes." Figari went on to say that the game was designed to test the ability of the over-all athlete.

"A boy either has it or he doesn't," stated Fig. "All the specialization in the world won't help if he hasn't got the ability. If he has it, then football can be just about the most exciting thing in his entire lifetime."

Asked why he never went into professional football, Mr. Figari says that for all intents and purpose it didn't exist in those days. "If I were coming out of college today and offered a chance to play professionally, I'd probably take it," Fig concluded.

Jim Dowies

As a senior he was a regular tackle, but often moved into the backfield to punt and pass.

Basketball was his forte however, and "Jug," as he was called by his teammates, led all Houston scorers in 1948 averaging over 13 points per game. He was chosen to play in the annual All-Star game at the Texas Coaching School that same year.

Just one more item, in addition to all these sports, he also lettered in track at Texas as a javelin thrower and finished third in the event at the 1951 Texas Relays.

E. E. 'Fig' Figari, right, and Jim Dowies, left, were two members of our company who made it to the charmed circle reserved only for the best of athletes. Figari earned his while playing football for Texas A&M, while Dowies was selected for the District Six All-America team as chosen by a national magazine. These two are the only All-Americans PLAIN TALKS could track down who is, or has, worked for the company. If we missed someone, please let us know.



Cardinals Optimistic



Coach Vernon Glass tries to bounce back from three consecutive losing football grinds.

Coach Vernon Glass, an eight-year taskmaster of Big Red football, looks to the upcoming campaign as a springboard for putting Lamar University back on the winning track that the Cardinals enjoyed while winning consecutive Southland Conference championships in 1964-65-66.

The 1971 Cardinals will be the most experienced team Glass has had since the last winning eleven (7-3) in 1967. There are two three-year lettermen -- defensive back Jerry Harvey and offensive guard

Big Red isn't dead!!

At least, that's what a veteran crew of 14 senior lettermen will attempt to prove in 1971 as Lamar University

Philip O'Neal -- and 10 two-year numeral winners among 26 lettermen from last year's injury-riddled 3-7 club.

A little luck at the quarterback position would solve some of the woes the Cardinals have had the past two seasons. If Tommy Tomlin, a 23-year old senior, stays healthy for a change, the offensive unit could be a prolific outfit.

Tomlin (6-1, 198) was sidelined four games in 1969 with cracked ribs and he missed four contests last fall with a separated shoulder on his pitching side. Yet, the Cardinals' ace chunker threw for a single season record 1,563 yards in 1969 and pegged for 1,072 steps last autumn.

For the first time in four campaigns, Glass has a proven tailback. Diminutive junior Doug Matthews (5-9, 173) piled up 581 yards rushing last year despite being nagged by injuries. He's a stop-and-go darter who generates excitement when he has the pigskin.

Lamar's receiving corps isn't what it used to be -- on paper that is -- but there's great potential among a bevy of promising sophomores.

Lamar's first unit offensive line is a strong outfit with seniors John Nelson (6-0, 190) at center; O'Neal (6-3, 218) and Tony Hall (6-0, 210) at the guards; and super hustler Bill Menard (6-2, 225) at right tackle. The top lineman, however, could be junior Charles Cantrell (6-4, 230) at left tackle.

The Cardinals have finished dead last the past four seasons in the Southland Conference defensive rankings and the 1970 campaign was the worst with a yield of 309 points and 424 yards per game.

Senior tackle Gary Crockett (6-4, 220) is a two-time all-league performer and his sidekick, 6-7, 225-pound Gerard Krolczyk is a toughie that could give Lamar the best tackle duo in the SLC in 1971.

Ronnie Cowart, a rugged 6-3, 215-pounder, and letterman Danny Neuse (6-4, 220) and Daryl Wells (6-3, 193) man the edges to give Glass a fine front four line.

Gibbs, Harvey and junior letterman Thomas Gage are premier defenders in the four-deep secondary but the other spot is unsettled. The addition of junior college transfers Richard Kubiak (5-11, 205) and David Clark (6-1, 190) should bolster last year's weak linebacking crop that also include 1970 regulars Bruce Taylor (6-1, 190, Donald Krushall (6-0, 193 and Percy Hardison (6-1, 165).

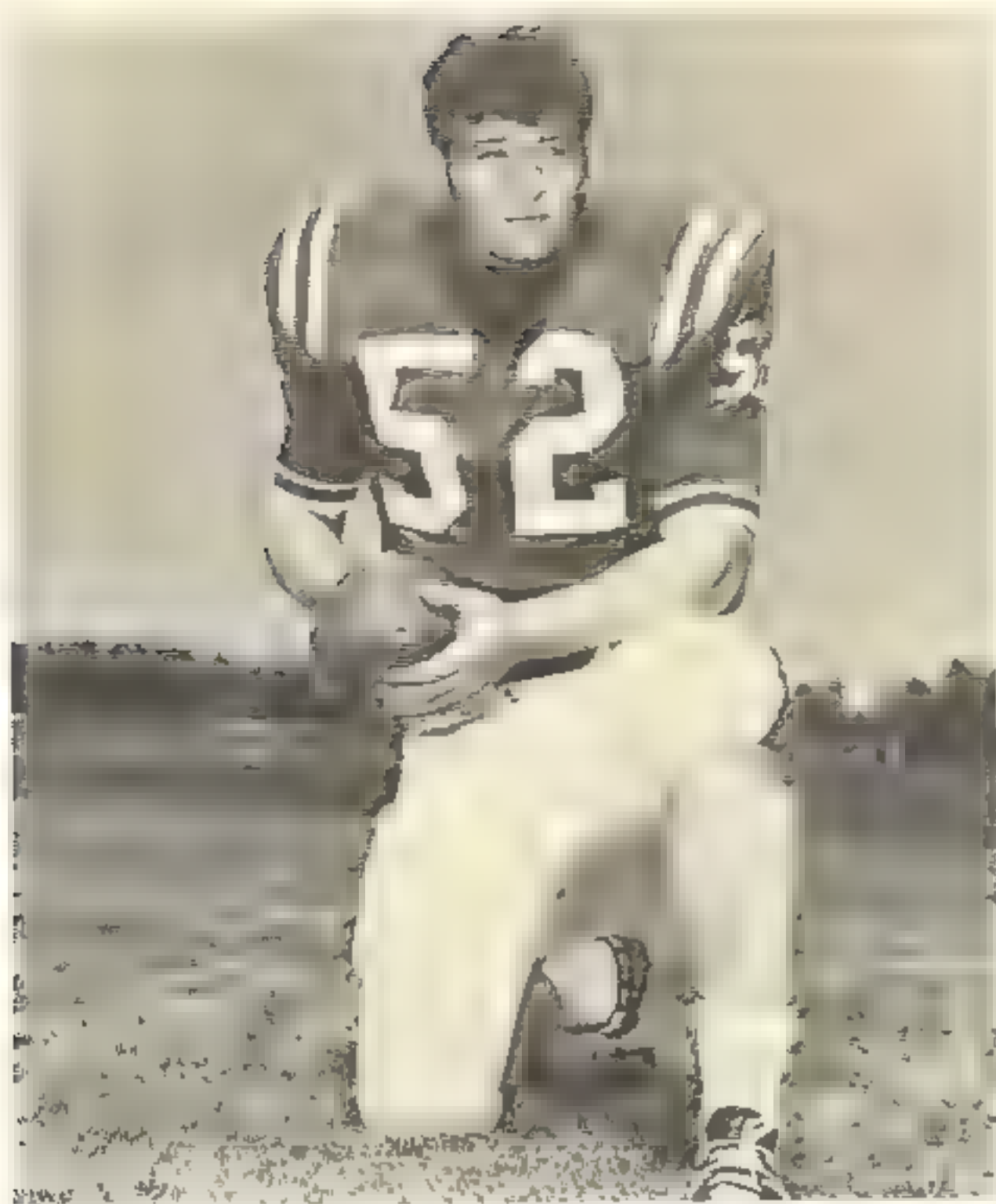
As usual, depth remains a concern to Glass, especially among the offensive and defensive backs. The 1971 schedule is a toughie also with defending national college division champion Arkansas State, Gulf States champion Southwestern Louisiana, Pecan Bowl finalist Central Missouri and Mississippi State on the slate.



Gary Crockett
All-League Tackle



Doug Matthews
Tailback



Sulphur's Joe Campbell
Senior Center

LOUISIANA TECH

New Southland Affiliate Enthusiastic

Enthusiastic about its new affiliation with the Southland Conference -- and its immediate chance to compete for the league title -- Louisiana Tech has high hopes of putting its 1971 football season on a winning plateau.

Armed with a veteran offense that is headed by all-star quarterback Ken Lantrip and his glue-fingered receiving corp, the Bulldogs will be trying to shake off the disappointment of 1970 when they lost four games by less than five points and finished 2-8.

"Frankly, we have a squad that is similar to last year's club," says head coach Maxie Lambright. "Although that might seem rather frightening when thinking of last year's record, we were very close to having a good year in 1970 and now I am hopeful that we can make it over the hump this fall."

Lantrip's return for his senior year certainly gives Tech reason for optimism offensively. The steady southpaw passed 2,156 yards last year, averaging 17 completions per game to finish fourth nationally in that category.

Eric Johnson, the fiery little split end (5'8", 165 lbs.), had 40 catches for 606 yards and he heads a list of outstanding receivers. The running backs are led by sophomore halfback Glen Berteau and fullback Mike Lord although a couple of frosh could be standouts -- Charles McDaniels of Springhill and Don Fulford of Ferriday, a red-shirt last year.

Up front center Phil Israel (210) and guard David Horne (240) should be leaders as should a pair of tough tight ends -- Robert Sheppard (215) and John Adams (225).

Defensively, the name to remember is Chris Richardson -- a 230-pound senior noseguard. "We feel he will be one of the

best in college football this year, a definite all-American candidate," says Lambright.

The catch defensively comes from the fact that only three regulars return. They are Richardson, end David Wilkins (195) and cornerback Rob Carter (195).

Elsewhere, youth prevails and, therefore, affords the club's biggest question marks.

One of those youthful questions appeared answered in the spring when soph tackle Lewis Frost (240) gobbled up every ball carrier in sight.

However, Lewis suffered head injuries in a summer accident and now his status is somewhat questionable, although early indications are that he may be available.

And, that pretty well sets the current tone in Tech's camp. The felling is that if they can stay healthy, get a good bounce here and there, and learn from last year's frustrations, the Bulldogs are liable to make their first-year presence known in the SLC.



Ken Lantrip
All-GSC Quarterback

NATIONAL OUTLOOK

PREDICTED FINISH
NATIONAL CHAMPIONSHIP
(After Bowl Games)

1. LSU (The Tigers put it all together)
2. Nebraska (Falls In Bowl game)
3. Notre Dame (Difference is Baton Rouge battle)
4. UCLA (Always among the best)
5. Arkansas (Porkers finally eat Texas beef)
6. Texas (Another excellent Austin club)
7. Auburn (Behind South's best quarterback)
8. Michigan (Could be a sleeper)
9. Texas Tech (May finish much higher)
10. Southern Cal (Lose only to Uclans and Irish)

SECOND TEN:

11. Arizona State; 12. Oklahoma; 13. Tennessee; 14. Syracuse; 15. Houston; 16. Florida; 17. Alabama; 18. Ohio State; 19. Cornell; 20. Georgia Tech.

McNeese Cowboys Awaiting Kickoff

One goal of the McNeese State University Cowboys has been taken away, that of title contention in the Gulf States Conference. There is no more GSC but the Cowboys still plan to make a strong showing as an independent with a healthy Larry Grissom to lead the way.

Grissom is one of 38 lettermen returning for Coach Jack Doland who posted a 5-6 overall record and a 2-3 mark in the GSC his first year at the helm.

Although sidelined for all or part of several games because of injuries, the 6-1, 210 pound Grissom still netted 510 yards on 106 carries to lead the team in rushing last year. This total, however, was just about half his 1969 output as a sophomore when he led the GSC in rushing with 1,149 yards.

Also back are All-GSC tight end James Moore and All-GSC safety Billy Blakeman. Moore, a 195-pounder, was the team's leading receiver with 28 receptions for 349 yards while Blakeman, as a fresh-

man, set a GSC record with 10 pass interceptions.

Greg Davis and Allan Dennis, who shared the quarterbacking assignment, are also returning. The duo set numerous passing records last season. Davis completed 71 of 146 tosses for 1,047 yards while Dennis hit on 55 of 102 shots for 651 yards.

Spencer Thomas, a breakaway threat with 9.4 speed, is another returnee as is Carlos Medrano, a soccer style place kicker who accounted for 24 points last season.

Top players returning in the line are center Charles Powell and tackle Mike O'Quinn on the offensive side and tackle Jay McKernan on defense.

Besides Blakeman, Locke Fournet, Donny Martin and Chan Daigle return as members of the Cowboy defensive backfield.



LOCKE FOURNET
... Lake Charles Product

Jaguars Are Hungry

The Southern University Jaguars will be looking to claw their way back to the top of the Southwestern Athletic Conference, but two stumbling blocks are in the way -- Alcorn A&M and Grambling.

Coach Alva Taber will field a junior laden squad, most of whom received their baptism of fire last year when the Jags fell to 2-3-1 in the SWAC and 5-5-1 overall. Success might still be a year away, but no opponent who's familiar with Jaguar football is going to be caught looking ahead.

Acting as co-captains for the 1971 Baton Rouge based team are Allen Dunbar, a 6-3, 205 pound wide receiver and James Osborne, who tips the scales at 255 pounds on a 6-4 frame.

Dunbar won his All-SWAC honors last year grabbing 39 passes for 623 yards and five touchdowns. Add 9.5 speed in the

hundred and you have a very real threat.

Biggest running threat for Southern is 245 pound fullback Eddie Richardson. Called "The Tank" by his teammates, Eddie galloped for 568 yards last season. He has the speed to match his size clocking a swift 4.7 in the forty-yard dash and a 9.8 hundred.

The Jaguars will be a better team this year, but the SWAC crown looks as if it may belong to the Grambling Tigers. Coach Eddie Robinson's chargers have what may be the best black quarterback in the nation in Matthew Reed. Reed, a native of Monroe, has the size (6-6, 225), and the experience to lead the way.

Should Grambling falter, look for defending champion Alcorn A&M to repeat as the champion. The Braves are said to be in a rebuilding year, but that's what was said last year when they went 9-2-0.



LARRY GRISSOM
... All-GSC Fullback

New Orleans Saints Pray For Injury Free Season

A new head coach, four new assistants, a new starting quarterback and a new playbook, all describe, what has to be, a totally new New Orleans Saints football squad for 1971. What's going to happen is anybody's guess.

Veteran quarterback Billy Kilmer is gone, traded to Washington. For some Saints fans this might be good news, for others there is doubt. All-Pro cornerback for the Los Angeles Rams Eddie Meador, speaking in Beaumont this summer, said of Kilmer, "He's a smart quarterback, and has the quickest release I've seen." Former Ram head coach George Allen thought enough of Kilmer to trade for him, and Allen is without peer when it comes to trading.

What this means for the Saints is that the pressure, and it will be considerable, falls on the shoulders of former Texas A&M great Edd Hargett, and quite possibly in the inexperienced hands of everybody's All-America rookie sensation -- Archie Manning of Ole Miss.

J. D. Roberts, who took over the top coaching job in place of Tom Fears, has assembled a new staff under him since the completion of the 1970 season. He has his own playbook now, and will be implementing new ideas and new tactics. The Saints, though almost certain to improve on their 2-11-1 season of last year, will basically be a completely different club.

Despite the trading of speedster Ken Borrough and running back Jim Otis, the Saints should be able to maintain one fantastic record. In the history of the Saints, only one ball club has been able to shut out New Orleans, and that came this past season against Minnesota (10-0). But for

this one game, New Orleans has scored at least three points in every game it ever played. With Tom Dempsey around, many clubs feel like setting up their goal line defense sixty yards away.

The biggest problem the Saints will have to solve is to stop beating themselves. Almost from the beginning the Saints have been the most penalized ball club in professional football. More often than not the penalties always came after a long gain or TD.

With offensive stars as Hargett, Manning, Al Dodd, Danny Abramowicz, Dave Parks, Andy Livingston and Tony Baker (if they are healthy), and newcomers such as Houston's Carlos Bell, and Michigan's Don Moorhead, the future looks good.

On defense, big Mike Tilleman was the key in 1970. He was about the only bright spot with the exception of the steady play of Dave Long at the other defensive tackle spot. This is the area where the Saints must improve if they are to win. As Roberts' puts it, "Last year we couldn't even put pressure on the opposing passer when we called a blitz. We couldn't even make him hurry his passes."

With a fairly solid secondary composed of Delles Howell, Doug Wyatt, Hugo Hollas and Gene Howard, the Saints could, with a little luck, "Go Marching In." But they had better hurry.



EDD HARGETT

Former Texas A&M star finds himself as the No. 1 quarterback following trade of Billy Kilmer to Washington.

Houston Oilers Look To Trades For Firepower

As one sports writer put it in referring to the Houston Oilers of 1970, "The Oilers played 20 games last season and won all but 15 of them."

Like the Saints, the Oilers suffered one of their worst years, and like New Orleans, a new coach has taken over the helm -- Ed Hughes.



Jerry LeVias, superstar wide receiver for the Houston Oilers and a former Beaumont Hebert star, has been traded to the San Diego Chargers in a surprise move by new Oiler coach Ed Hughes. In return for LeVias the Oilers picked up two giant tackles, 6-8, 290-pound Ron Billingsley and 6-8, 300-pound Gene Ferguson. LeVias had been a mainstay in the Houston offense in both his pro-seasons leading in touchdown receptions and punt returns.

Hughes comes to the Harris County dome after eleven years as an assistant coach in the pro ranks with the old Dallas Texans, Denver, Washington and San Francisco. Hughes is called "a real student of the game," by a man who should know -- Darrell Royal of the University of Texas. Hughes played for Royal as a quarterback at North Carolina State.

Hughes comes into the Oilers' camp not thinking about the future, but now. He has made it clear that he wants to win this year and several trades have enhanced the chances of doing so.

Ken Burrough, the number one draft choice of the New Orleans Saints in 1970 and big Dave Rowe (6-7, 280), starting Saints' tackle for the past four years, have joined the Oilers in a trade that sent running back Hoyle Granger and Terry Stoepel over to Louisiana, plus a future draft choice. These two are slated to play a big part in future Oilers plans.

Burrough (6-4, 212) is a speedster and should prove to be a valuable asset to the Oiler organization. Add two of the nation's finest quarterbacks in the forms of Santa Clara's Dan Pastorini and All-Big 8 star Lynn Dickey, and you have a solid foundation to fall back on should veterans Charlie Johnson and Jerry Rhome falter or suffer injuries.

The running back situation looks equally good with the likes of Roy Hopkins, Woody Campbell, Mike Richardson and rookie flash Joe Dawkins. Coming into the fold this year will be Grambling's outstanding Willie Armstrong and Willie Hopkins of Stephen F. Austin. Armstrong gained almost 2000 yards while at Grambling, while Hopkins is noted for his 9.2 speed, faster than LeVias.

Scoring was not particularly a problem at Houston, but keeping the opponents from scoring was a horse of a different color. Rowe will help out in this department, as will veteran Elvin Bethea, Willie Parker, Zeke Moore and All-Pro George Webster. Webster was injured last season and missed seven games; a healthy Webster will make all the difference. Then there's always the reliable All-Pro Ken Houston to add class in his safety position.

The Houston Oilers could well find themselves back in the thick of the American Conference race this year despite the fact they will be playing such powerhouses as the Kansas City Chiefs, Cleveland Browns, the Oakland Raiders and the San Diego Chargers.



Charlie Johnson suddenly found himself without his ace receiver Jerry LeVias in a surprising summer trade, but he should feel safer with the likes of Rowe and Mike Tilleman (from New Orleans), and Ron Billingsley and Gene Ferguson (from San Diego) around to help out. Together these big four weigh in at 1,170 pounds (an average of 292 per man).

1971 SCHEDULES

SAM HOUSTON STATE U.

Date	Opponent	Site
Sept. 11	Lamar University	There
Sept. 18	McNeese State U.	Home
Sept. 25	*East Texas State	There
Oct. 2	*Sul Ross State	There
Oct. 9	*Angelo State	Home
Oct. 16	*Tarleton State	There
Oct. 23	*Southwest Texas	There
Oct. 30	*Howard Payne (HC)	Home
Nov. 6	*Texas A&I	Home
Nov. 13	*McMurry	There
Nov. 20	*Stephen F. Austin	Home

*Indicates Conference games

HOUSTON OILERS

Date	Opponent	Site	Time
Sept. 19	Cleveland Browns	There	1 p.m.
Sept. 26	Kansas City Chiefs	Home	3 p.m.
Oct. 3	New Orleans Saints	Home	1 p.m.
Oct. 10	Washington 'Skins	There	1 p.m.
Oct. 17	Detroit Lions	Home	1 p.m.
Oct. 24	Pittsburgh Steelers	There	1 p.m.
Oct. 31	Cincinnati Bengals	Home	1 p.m.
Nov. 7	New England Pats	There	1 p.m.
Nov. 14	Oakland Raiders	There	1 p.m.
Nov. 21	Cincinnati Bengals	There	1 p.m.
Nov. 28	Cleveland Browns	Home	1 p.m.
Dec. 5	Pittsburgh Steelers	Home	1 p.m.
Dec. 12	Buffalo Bills	There	1 p.m.
Dec. 19	San Diego Chargers	Home	1 p.m.

*All home games in Astrodome

NEW ORLEANS SAINTS

Date	Opponent	Site	Time
Sept. 19	Los Angeles	Home	1:00
Sept. 26	San Francisco	Home	1:00
Oct. 3	Houston Oilers	There	1:00
Oct. 10	Chicago Bears	There	1:00
Oct. 17	Dallas Cowboys	Home	1:00
Oct. 24	Atlanta Falcons	There	1:00
Oct. 31	Washington 'Skins	There	1:00
Nov. 7	Oakland Raiders	Home	1:00
Nov. 14	San Francisco	There	1:00
Nov. 21	Minnesota Vikings	Home	1:00
Nov. 28	Green Bay Packers	Home	1:00
Dec. 5	Los Angeles Rams	There	1:00
Dec. 12	Cleveland Browns	Home	1:00
Dec. 19	Atlanta Falcons	Home	1:00

LAMAR UNIVERSITY

Date	Opponent	Site
Sept. 11	Sam Houston	Home
Sept. 18	West Texas State	There
Sept. 25	*Louisiana Tech U.	There
Oct. 2	Central Mo. State	Home
Oct. 9	McNeese St. U.	There
Oct. 16	Mississippi State	There
Oct. 23	Southwestern La.	Home
Oct. 30	*Abilene Christian	There
Nov. 6	*Trinity University (HC)	Home
Nov. 13	Open	
Nov. 20	*Texas Arlington	There
Nov. 27	*Arkansas State	Home

*Indicates Southland Conference games

McNEESE STATE U.

Date	Opponent	Site	Time
Sept. 11	E. Texas State	Home	7:30
Sept. 18	Sam Houston State	There	7:30
Sept. 25	U. Tenn. Martin	There	7:30
Oct. 2	Louisiana Tech	Home	7:30
Oct. 9	Lamar University	Home	7:30
Oct. 16	Northeast La. U.	There	7:30
Oct. 23	Open		
Oct. 30	Troy State (Ala.)	Home	7:30
Nov. 6	Northwestern St. U.	There	7:30
Nov. 13	Southeastern La. U.	Home	7:30
Nov. 20	U. Southwestern La.	There	7:30

LSU TIGERS

Date	Opponent	Site	Time
Sept. 11	Colorado	Home	7:30
Sept. 18	Texas A&M	Home	7:30
Sept. 25	Wisconsin	Madison	1:30
Oct. 2	Rice	Home	7:30
Oct. 9	*Florida	Home	7:30
Oct. 16	*Kentucky (CST)	Lexington	7:00
Oct. 24	Open		
Oct. 30	*Mississippi	Jackson	1:30
Nov. 6	*Alabama	Home	7:30
Nov. 13	*Miss. State	Jackson	7:30
Nov. 20	Notre Dame	Home	7:30
Nov. 27	Tulane	Home	7:30

*Indicates Southeastern Conference game

USL 'Ragin Cajuns'

Date	Opponent	Site
Sept. 18	Southeastern La.	There
Sept. 25	Santa Clara	Home
Oct. 2	*Trinity U.	Home
Oct. 9	*Louisiana Tech	There
Oct. 16	*UT Arlington	Home
Oct. 23	*Lamar U.	There
Oct. 30	Northeast La. U.	Home
Nov. 6	*Arkansas State	There
Nov. 13	Northwestern State U.	Home
Nov. 19	McNeese	Home

*Indicates Southland Conference games

1970 CONSENSUS ALL-AMERICA TEAM

Offense

E	Tom Gatewood, Notre Dame
E	Ernie Jennings, Air Force
T	Bobby Wuensch, Texas
T	Dan Dierdorf, Michigan
G	Larry DiNardo, Notre Dame
G	Chip Kell, Tennessee
C	Don Popplewell, Colorado
QB	Jim Plunkett, Stanford
RB	Steve Worster, Texas
RB	Don McCauley, N. Carolina
FL	Elmo Wright, Houston

Defense

E	Bill Atessis, Texas
E	Charlie Weaver, Southern Cal
T	Rock Perdoni, Georgia Tech
T	Jim Stillwagon, Ohio State
LB	Jack Ham, Penn State
LB	Mike Anderson, LSU
LB	Jack Tatum, Ohio State
B	Larry Willingham, Auburn
B	Mike Sensibaugh, Ohio State
B	Dave Elmendorf, Texas A&M
B	Clarence Ellis, Notre Dame

TELEVISION SCHEDULE FOR COLLEGE FOOTBALL

- Sept. 11 (NATIONAL) Morgan State vs. Grambling at New York (Night)
- Sept. 18 (REGIONAL) Texas at UCLA; Florida State at Miami; Purdue at Washington; Missouri at Air Force
- Sept. 25 (REGIONAL) Penn State at Iowa; Auburn at Tennessee; Kent State at Ohio; Oregon at Stanford
- Oct. 2 (REGIONAL) Texas Tech at Arizona; Michigan at Notre Dame; North Carolina at N.C. State; Colorado State at Wyoming
- Oct. 9 (NATIONAL) Michigan at Michigan State
- Oct. 16 (NATIONAL) Texas at Arkansas
- Oct. 23 (REGIONAL) Wisconsin at Ohio State; Georgia Tech at Tulane; Texas Tech at SMU; Wake Forest at North Carolina
- Oct. 30 (NATIONAL) Colorado at Nebraska
- Nov. 6 (REGIONAL) Minnesota at Northwestern; Boston College at Syracuse; Washington at California; Georgia at Florida
- Nov. 20 (NATIONAL DOUBLEHEADER) USC at UCLA (day) and Notre Dame at LSU (night)
- Nov. 25 (NATIONAL DOUBLEHEADER) Nebraska at Oklahoma (day) and Georgia at Georgia Tech (night)
- Nov. 27 (NATIONAL) Army vs Navy at Philadelphia
- Nov. 27 (NATIONAL) Auburn vs Alabama at Birmingham
- Dec. 4 (NATIONAL) Penn State at Tennessee

ABC TELEVISION MONDAY NIGHT PROFESSIONAL FOOTBALL SCHEDULE (All games at 8 p.m. CST)

- Sept. 20 Minnesota Vikings vs Detroit Lions
- Sept. 27 New York Jets vs St. Louis Cardinals
- Oct. 4 Oakland Raiders vs Cleveland Browns
- Oct. 11 New York Giants vs Dallas Cowboys
- Oct. 18 Pittsburgh Steelers vs Kansas City Chiefs
- Oct. 25 Baltimore Colts vs Minnesota Vikings
- Nov. 1 Detroit Lions vs Green Bay Packers
- Nov. 8 Los Angeles Rams vs Baltimore Colts
- Nov. 15 St. Louis Cardinals vs San Diego Chargers
- Nov. 22 Green Bay Packers vs Miami Dolphins
- Nov. 29 Chicago Bears vs Miami Dolphins
- Dec. 6 Kansas City Chiefs vs San Francisco 49ers
- Dec. 13 Washington Redskins vs Los Angeles Rams

INCLUDES RETIREES

College Aid Fund Program Boosted

If you are a company retiree and if your college alma mater needs money (and the odds are that it does), you now have an opportunity to give them a one-hundred percent bonus along with that contribution you would like to make.

This opportunity was implemented by action of the company's Board of Directors at its August meeting. The action was taken because of the increasing need for assistance to higher education and to give retired employees the same opportunity for participation that they had as regular employees.

In the past, the College Aid Program provided that the Company would match contributions by its employees and directors to eligible institutions, in amounts of not less than \$10.00 nor more than \$1,000 until the total of all contributions reached \$20,000. If contributions exceed \$20,000 the Company would contribute the same percentage for each gift as the percentage that \$20,000 bears to the total of all gifts. This program had formerly been available only to active employees and directors of the Company.

Jerry Stokes, who as corporate secre-

tary oversees administration of the program, stated that this latest feature of the plan was submitted to the board of directors for consideration mainly because various retired employees had requested that they be eligible to participate in the program. The current limit of funds that the Company will match was raised to \$20,000 from \$10,000 three years ago to provide for increased giving to colleges and universities by employees. Under the new extension of the program, retired employees will be permitted to participate in the allocated funds to the extent of any amount which the company has not used to match the contributions of active employees and directors.

It was further explained that should contributions by the retired employees exceed the maximum of \$20,000, then any additional contributions would be matched and reduced on a prorated basis.

This has been another in a series of moves since the program was initiated in 1961 to keep abreast of the rising costs of education and to help assure that no qualified student will be turned away from a university for lack of funds.

Elmo Smith Is Honored By Vidor VFW

Elmo Smith, serviceman first class, was honored this month by the E. Harvey Horn Post 8246, Veterans of Foreign Wars in Vidor, for his service to the post and the community.

Mr. Smith has served as president of the VFW post the past two years and was cited last year for trying to save the life of a pharmacist caught in a fire in a store in Vidor.

A member of the company for the past 26 years, Mr. Smith has been quite

active in community affairs representing the VFW by delivering Christmas and Thanksgiving baskets to the needy and by visiting the district's VA hospitals. He has been a tireless worker helping to locate the present VFW clubhouse and a recent addition of the building.

Mr. Smith is a native Beaumont and a graduate of Beaumont High School. He and his wife, Edith, have two daughters and a son.

People On The Move

Four engineering personnel have advanced to new positions.

The men and their new titles are R. E. "Bob" Lanier, transmission construction coordinator-System Operations; Leroy J. Bodemann, operating superintendent-Western Division; Mel S. Cole, operating supervisor-Beaumont Division, and J. O. "Jim" Calcote, division engineer-Beaumont Division.

Mr. Lanier returns to Beaumont after serving as operating superintendent in the Western Division since 1965. A 22-year employee of the company, he also has been district superintendent at Huntsville, project engineer in Beaumont and division engineer at Port Arthur.

has served as T&D engineer and application engineer.

Mr. Cole holds a bachelor of civil engineering degree from LSU and a master's degree in engineering science from Lamar University. He also has completed the Public Utilities Management Course at Georgia Tech.

Mr. Calcote joined the company in 1958 as an engineer at Beaumont. He has worked in System Engineering and T&D posts.

A native of Natchez, Miss., Mr. Calcote obtained his bachelor of electrical engineering degree from LSU. He is a Marine Corps veteran, having served from 1951 to 1954.



R. E. Lanier



L. J. Bodemann



Mel S. Cole



J. O. Calcote

Born in New Orleans, Mr. Lanier is an electrical engineering graduate of LSU. He is a Navy veteran.

Mr. Bodemann, formerly operating supervisor for the Beaumont Division, assumes the post vacated by Mr. Lanier. Since joining the company in 1949, Mr. Bodemann has served as application engineer, industrial sales engineer and division engineer at Beaumont.

Mr. Bodemann has been active in the Young Men's Business League and has been a member of the Beaumont Chamber of Commerce. He is a native of Sinton, Texas, and received his bachelor's degree in electrical engineering from Texas A&M.

Mr. Cole had been division engineer at Beaumont for the past four years. He also

Charles J. Reifsnider, formerly relayman in Lake Charles T&D, has been promoted to relay foreman.

A 13-year employee of the company, Mr. Reifsnider was employed as a helper at Lake Charles. He progressed through various classifications until being named relayman first class in 1963.

Mr. Reifsnider was born in Baltimore, Md., and graduated from Towson High School there. He also has completed studies in electronics.

A veteran of the Army, he served from 1953 to 1955.

Mr. Reifsnider and his wife, the former Beverly Gail Foreman of Lake Charles, have three children. They are Charles, 16, Michael, 14, and Kathy, 11. The family attends the First United Methodist Church of Lake Charles.

Wisner Boudreaux, Jr. has been promoted to control operations foreman at Sabine Station. He formerly served as equipment operator there.

Mr. Boudreaux has been with the company since 1959. He has progressed through various posts at old Riverside, Nelson and Sabine Stations.

He is a native of Rayne, La., and graduated from high school there. He spent two years in the Navy, from 1955 to 1957.

Active in civic work, Mr. Boudreaux is a director of the Bridge City Youth and Recreation Association and is a past member of the Bridge City Jaycees. He is area field director of the National Campers and Hikers Association.



H. R. Rouse

H. R. "Hank" Rouse was named an assistant treasurer of the company at the board of directors meeting in Orange on August 11.

Mr. Rouse had been promoted to general director-Tax Department in July, 1971. He moved up from the post of director-Internal Audits.



Charles J. Reifsnider



John W. Hemby



Wisner Boudreaux, Jr.

Married to the former Joyce Pharr of Rayne, Mr. Boudreaux and his wife have four children. They are Karen, 12, Greg, 9, Rachel, 7, and Jeff, 5.

John W. Hemby, formerly building and grounds maintenance man in Beaumont, has been promoted to utility foreman.

Hemby joined the company in 1963 and was assigned to building service.

A native of Honey Island, Texas, he was graduated from high school there.

Married to the former Margaret Ann DuBose of Silsbee, Hemby and his wife have three sons. They are David, 12, Stephen, 9, and Danny, 6.

Other positions he has held include senior accounting clerk, accountant, section supervisor, supervisor of general accounting and director of accounting services.

A native of Beaumont, Mr. Rouse joined the company in 1956. He is a graduate of the University of Texas.

Mr. Rouse is a past president of the Sabine Chapter-National Accounting Association. He is a four-year veteran of the Navy.

Married to the former Ruth Borchardt of Elmira, Ontario, Canada, he and his wife have three children.

SERVICE

THIRTY YEARS



Claude D. Adams
Distribution
Baton Rouge



Andrew J. Blanchard
Distribution
Baton Rouge



Clarence B. Pearson
Distribution
Baton Rouge



Ray W. Price
Distribution
Baton Rouge



Carlton L. Shannon
Distribution
Dayton



Howard W. Webb
Production
Baton Rouge

TWENTY



Raymond W. Creel
Distribution
Baton Rouge



Tom M. Cupper
Distribution
Beaumont



Ellray M. Labure
Distribution
Port Arthur



Louis J. Letulle
Div. Treasury
Baton Rouge



Cleveland D. Sing
Distribution
Baton Rouge



Samuel Smith
Gas
Baton Rouge

AWARDS

YEARS

TEN YEARS



Daniel D. Dunn
Production
Baton Rouge



Charles C. Ford, Jr.
Distribution
Gonzales



Louis C. Knighten
Distribution
Baton Rouge



Tommy L. Elliott
Distribution
Beaumont



William E. Fox
Div. Sales
Dayton



Joseph Oubre
Distribution
Baton Rouge



Wayne C. McGilvray
Distribution
Lake Charles



Elie A. Picou
Div. Treasury
Baton Rouge



Robert L. Gary
Distribution
Jennings



Joyce B. Guillory
Treasury
Lake Charles



Austin P. Thomas
Treasury
Mid County



A. B. White
Distribution
Baton Rouge



Richard Williams
Gas
Baton Rouge



Rodney K. Nunally
Div. Treasury
Sulphur



Donnell A. Ramsey
Distribution
Port Arthur

Retirements



Arthur Green, Sr., special laborer, retired in August after 42 years of service, all of which were spent at Neches Station.

Mr. Green joined the company in 1929 and progressed through various job classifications until being promoted to special laborer. He and his wife, the former Joyce Earline Baldwin of Liberty, Tex., reside at 520 Jackson Street in Beaumont.

Mr. Green is an active member of the Pride of Beaumont Lodge 291, and the McKinney Avenue Baptist Church.

In all his 42 years with the company, the most memorable moments have been when he was presented with his service award pins for faithful service by the president.

Plans for the future call for relaxation, and above all, to personally attend the World Series of baseball.



Marianne Nelson has returned to her former post as home service advisor in Gulf States Utilities Company's Port Arthur division.

A native of Nederland, Mrs. Nelson holds a bachelor of science degree in home economics from Lamar Tech. She is married to Harlan Nelson. Also a graduate of Lamar, Mr. Nelson is manager of the Steel Fabrication Division at Gulfport Shipbuilding Corporation in Port Arthur. The couple has two sons, Stan, 7, and Monte, 1.

TRINITY WINS

Trinity, Texas, located in the Western Division, was recently singled out by Governor Preston Smith for a top award.

The city, competing in the 0-2,500 population category, was chosen as the first place winner in a state wide competition for "Planning and enhancing the quality of living."

PLAIN TALKS congratulates Trinity for this unique honor.

Gerald Dean Is Appointed

Gerald Dean, Building Services, has been invited to serve as a member of the Lamar University Advisory Committee on Refrigeration and Air Conditioning Training in the School of Technical Arts.

Mr. Dean will serve on the committee for a maximum of three years. Mr. Dean's appointment came with the recommendation of Gus A. Carlsen, acting director of the School of Technical Arts, and officially announced by Thomas T. Salter, vice-president of Extended Services.



A recent visitor to the main office in Beaumont was Kumiko Hayashi of Tokyo, Japan. Miss Hayashi is vacationing in the area under the International Lions Club Youth Exchange Program. Her tour of the main office, arranged by Frances Engelbrecht of the Training and Safety Department, included a visit to the system control room in the basement of the building. Pictured, from left, are Kumiko's host, Mrs. Dorothy Stafford; Mrs. Engelbrecht, Miss Hayashi, and Cleburne Bean, system operator.

dis GRUNT lings



Deaths



Joe Parker



J. B. Hodge



H. H. Hebert

Joe Parker, Sr., truck driver in the Beaumont Line Department, died Aug. 18 in Baptist Memorial Hospital. He had been with the company since 1945.

A native of San Augustine, Tex., Mr. Parker attended school in Jasper, Tex., and was hired by the company shortly after the end of World War II. Vidor had been his home the past 15 years.

Surviving are his wife, Irma Parker; two sons, Joe Parker, Jr., of Vidor, and Lamar Parker, serving in Vietnam with the army; one daughter, Mrs. W. L. McWilliams of Beaumont. He also leaves behind two brothers, Marrion Parker of Dallas and Ozro Parker of Silsbee; and two sisters, Mrs. E. M. Allen of Silsbee and Mrs. C. A. Watson of Pasadena. Mr. Parker also had five grandchildren and one great-grandchild.

James B. Hodge, 78, retired manager of the Western Division (then called the Navasota Division), and formerly manager of the Port Arthur Division, died Aug. 15, in his sleep at his home in Mobile, Ala.

Mr. Hodge had spent over 40 years with the company starting in the sales department in Baton Rouge. He had been retired from the company since 1958.

Active in community affairs, Mr. Hodge had served as president of both the Port Arthur Chamber of Commerce in 1953 and the Kiwanis Club.

He is survived by his wife, Della, and a son, Dr. James B. Hodge, Jr., of Tampa, Fla. He also leaves behind five grandchildren and two great-grandchildren.

Mrs. B. B. (Marietta) Jones of Port Arthur, a retired customer accounts clerk for our company, died July 28 in St. Mary's Hospital. She was 82 years old.

A Winona, Tex. native, Mrs. Jones had worked for the company 25 years when she retired.

Surviving are her husband, Byrd B. Jones of Port Arthur, and two daughters, Mrs. Trevor Rees-Jones of Dallas and Miss Virginia Kay Jones, also of Dallas.

Mrs. Jones joined the company in 1922 and spent her working career in the Port Arthur office.

Harry John Hebert, retired Stores Truckdriver for the company, died August 3, in Baptist Hospital in Beaumont after a long illness.

Mr. Hebert, a native of Plaquemine, La., had been with the company since 1927, and spent his entire career in Beaumont.

Surviving are his wife, Mrs. Lucille E. Hebert; two daughters, Mrs. G. W. Gentry and Mrs. R. L. Burton, both of Vidor; two sons, Harry John Hebert, Jr., of Livingston and Timothy V. Hebert of Beaumont. Mr. Hebert also leaves behind six sisters, four brothers and five grandchildren.

Mr. Hebert was a member of the Texas Bluebonnet Dreamer Camper Club and the St. Pius X Catholic Church.

LETTERS

From our customers and friends of GST

NAVASOTA

Dear Goree: (Matthews)

We just wanted to drop you a note to let you and the Gulf States Utilities Co. know how deeply we appreciate the efforts of you and other people in the Gulf States in helping us, both in connection with the Schult Mobile Home Corporation and the help given us out at the Industrial Park.

We sincerely appreciate Malcolm Williams, of your Beaumont office, who helped in locating Schult. We appreciate Charlie Boring and the electrical drawings he prepared. Dick Haddox and the labor crew were a great help out at the Industrial Park. We appreciate everything you did. You were always willing to go the extra mile and do whatever was necessary. We of course appreciate Mr. Smith, Bill Richard, Malcolm Williams, and yourself out at the groundbreaking ceremony. Your generous donation when we were conducting the labor survey certainly helped make this labor survey a success.

Thanks again Goree, we greatly appreciate you and everyone with the Gulf States who helped us with our latest achievement.

Sincerely yours,

Wm. Albert Miller, President
Navasota Industrial Foundation

James Grice, President
Grimes County Chamber of
Commerce

George Spears, Chairman
Groundbreaking Ceremony

BATON ROUGE

Dear Virgil: (Shaw)

Last Friday night, July 9, 1971, my wife and I returned home at approximately 9:30 P.M. to find that about three-quarters of our electricity was not operating. One phase in particular, that was responsible for the central air-conditioning.

I called your service department and within twenty minutes a service man appeared, surveyed the problem, and fifteen minutes later had corrected the problem, which had to do with a connection on the transformer, and had us restored to full power.

I want to compliment your organization and in particular this gentleman on the courteous and efficient service he rendered to us. I apologize for not remembering his name, however, I am certain your records will reveal this information. You can be proud of how this man represents your company. He truly deserves a "pat on the back".

Bill Morris
Senior Vice President
City National Bank

EDITOR'S NOTE:

Corbet King was the serviceman responsible for this letter of praise.

BEAUMONT

Dear Mr. (Gene) Pairett,

The illustrated talk that you gave to the Household Equipment class on electrical wiring and use of electricity was most helpful. This is an area in which we take much for granted and appreciate the opportunity to gain a better understanding. Being able to see the real thing as it is talked about is so much better learning experience than just reading about something. The entire class enjoyed your presentation and gained from it. Many thanks for the time and effort you put forth to help us in this way.

Sincerely,

Virginia Anderson

LAKE CHARLES

Dear Patsy (Cook) & Pam (Ford):

I would like to thank you both for allowing Lakeside to be a part of a great Bridal Boutique.

The show was well organized and professionally performed. The success of this show was due to the effort which both of you put into it.

If I can be of further assistance in the future please call. We are really looking forward to next year.

Willie Ruth Landry



REPORTERS

If you have any news for "Plain Talks," simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

BATON ROUGE: Henry Joyner, Margie Force (T&D), Fay Hebert (T&D), T. Boone Chaney (T&D), Melanie Dollar (T&D), Charles L. Miller (T&D), Jack Gautreaux (T&D), Clyde Cannon (T&D), James W. Bello (T&D), Beverly Hayden (Gas), Mel Nezat (Sales).

BEAUMONT: Linda McSwain (S.C.), Bill Toups (S.C.), Barbara Lindsey, Ann Ogden, Edy Waltmon, Linda Marks.

CALVERT: Janis E. Wilganowski.

CLEVELAND: Pat Jones.

CONROE: Frances Elliot.

GONZALES: Billy Fortenberry

HUNTSVILLE: Priscilla Chandler.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

LAKE CHARLES: Johnnie Harris (T&D)

LA. STATION: Leslie Lemoine

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat, Nina Ruth Bay.

NECHES STATION: Betty Neville.

NELSON STATION: Martha Caldwell.

ORANGE: Davie Carpenter

PORT ALLEN: Adele Vavasseur.

PORT ARTHUR: Sue Williams, Lorraine Dunham (S.C.).

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxie Bell.

SULPHUR: Pearl Darbonne.

WILLOW GLEN: Dora Landaiche.

WOODVILLE: Alene Waggoner.

ZACHARY: Janette Lane.

(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)

BEAUMONT



Ron Phillips receives a wedding present from three company lovelies and other friends and co-workers in the Engineering Planning Department in Beaumont. Looking on and giving helpful advice are, left to right, Becky Watts, Carolyn Thaggard and Dana Ellis.



Guerry W. Weathers, left, and Leslie E. Jones, right, T&D Engineering Department at the Beaumont Service Center, recently completed units three and four of a surveying course held at Lamar University. The course is sponsored by the Texas Surveyors Association.



J. A. Uehlinger leads his co-workers through the "chow line" at his retirement party in the Linemen's Lounge of the Beaumont Service Center. Mr. Uehlinger, substation foreman, retired last month after almost 43 years of service.



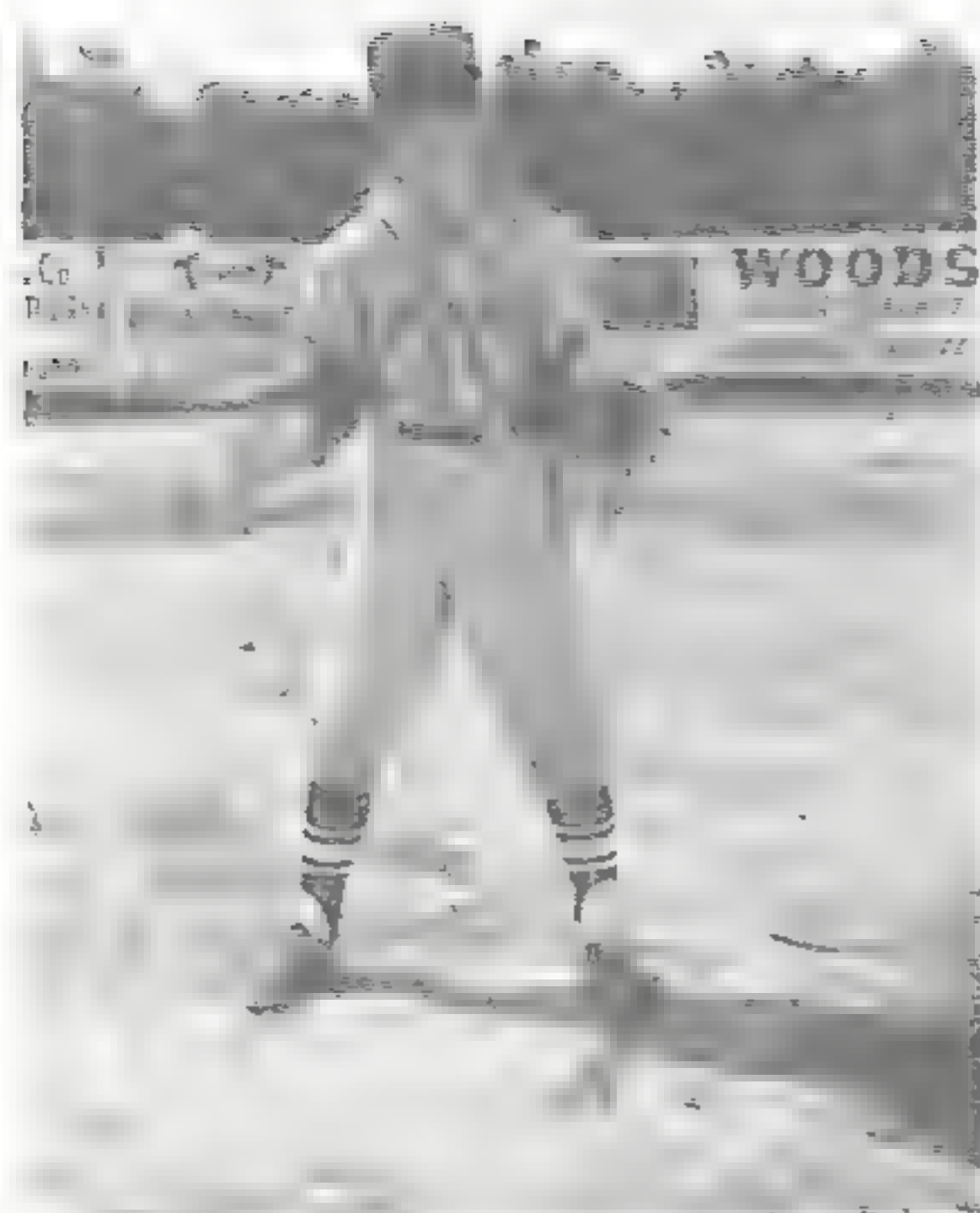
Norma Jordan, holding cake, was given a going away party by her co-workers in Division Treasury in Beaumont. Norma's husband, Johnny, is working in Houston and they are moving to Conroe to be closer to his job. On hand for the party are, left to right, Johnnie Nickson, Marguerite Slevin, Fran Carlquist, Norma, Darlene Patterson, Barbara Burris, Charlotte Bass, Brenda Shuff, Dweilla Boone, Beth Davis, Betty Baker and Betty Bass.



This pretty bundle of joy and energy is five month old Elizabeth Ann Sandidge. She is the new offspring of Louis and Carmelene Sandidge. Louis is in the appliance repair department of the Beaumont Service Center. Elizabeth, their second child, came into the world weighing seven pounds, six ounces.

Paul A. Leist, T&D engineer, Beaumont Service Center, has been passing out the cigars heralding the birth of his first child -- a son.

Paul's wife, Edith, delivered seven pound Kevin Allen at the Women and Children Hospital in Beaumont.



D. D. Terry, 12-year old son of Peggy K. Terry (clerk-Appliance Repair), is making himself a name in Little League circles. He was named to the Major Little League All-Star team from Vidor and received a cap and trophy for his play. He has seen action as a pitcher, catcher and shortstop.



Airman recruit Pat Gann, left, and Staff Sgt. Tony Bossley, sons of General Line Foreman Al Gann of Jennings, and Head Fireman G. A. Bossley of Neches Station, recently found themselves stationed together at Lackland Air Force Base in San Antonio. Pat is a new arrival at Lackland while Tony was preparing to leave after a four year hitch.



This cute bundle of energy is Brian David Echard, newly adopted son of Mr. and Mrs. Charles Echard. Charles is a test technician in System Production in Beaumont. Brian was born Dec. 17, 1970, and checked in weighing a hefty six pounds, three ounces.

ONE OF THE BEST

FINANCIAL WORLD, a magazine geared to America's investment and business population, has cited the 1970 Annual Report of our company as one of the best in the nation.

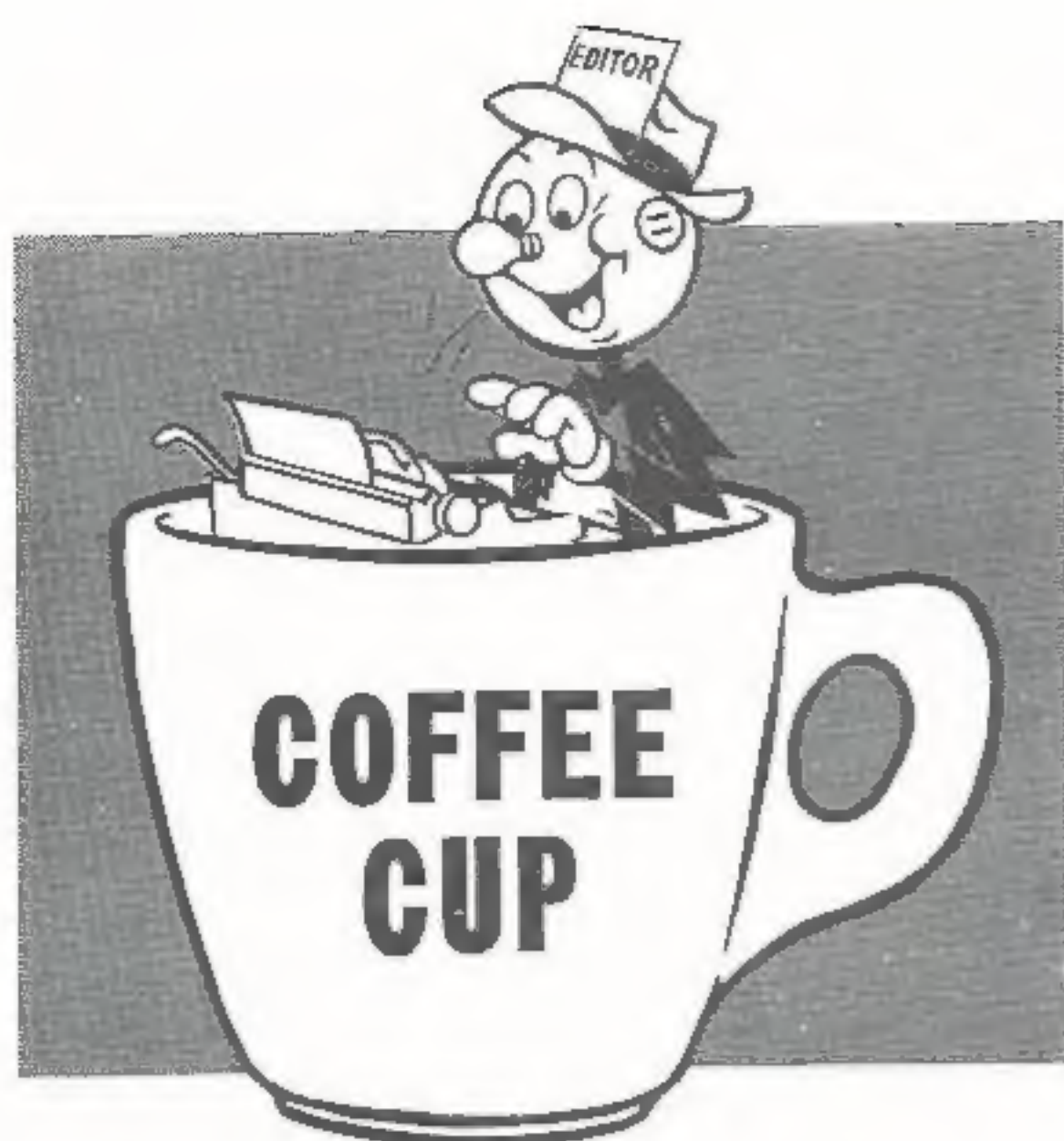
Coordinated by James Harper, public relations representative, the report was praised for being "especially informative, interesting and well designed," according to FINANCIAL WORLD.



Tom Mitchell, right, car washer at the Beaumont Service Center garage, looks with pride at his son, Pvt. Tom S. Mitchell, during a 30-day leave at home. Pvt. Mitchell is now serving in Vietnam as a helicopter crewman (gunner). The Hebert High graduate said before he left, "there's still a big job to do over there, in spite of what the papers say."



Four-year old Pamela Williams, daughter of Sue Williams (Home Service Advisor in Port Arthur), might be a future candidate for the Engineering Planning Department as she shows off her version of a power plant, tinker-toy style. Her scale model has a generator, substation and the works, including a device that sends "bad" electricity into the ground and the "good" electricity through the transmission lines.



ORANGE



Bobby Jack Willey, son of Reba Willey (sales floor in Orange), and his two young daughters Tracy and Brandee, recently paid a visit from their home in Corvallis, Ore. Bobby Jack and his wife, Sharon Ann, moved to Oregon from Orange after obtaining his M.A. in Industrial Engineering from Lamar. Bobby Jack also worked for the company in Orange for two summers during college. He is now working on his Ph.D at Oregon State.

We extend our sympathy to E. R. Saide of the Orange Engineering Department in the loss of his mother, Regina Saide.

JENNINGS



Dr. Richard L. LeBlanc, 25-year old son of Mr. and Mrs. O. J. LeBlanc of Jennings, has just returned from a tour of one year's service in Vietnam. Dr. LeBlanc graduated from the Loyola School of Dentistry and will now set up private practice in Lake Charles. Mr. LeBlanc is foreman T&D Department in Jennings.

BATON ROUGE



George "Paw Paw" Anderson, maintenance foreman at Louisiana Station, can always be counted on to find time for twin grandsons Mark and Kevin. The boys are the sons of Mr. and Mrs. R. E. Ydarraga, and celebrated their second birthday on the 4th of July.

Would You Believe!

One thing can be said about reading meters, there is seldom a dull moment. Take for example the experiences that recently befell two of our men while trying faithfully to accomplish their jobs:

TOM WESTBROOK: While reading a meter in Beaumont this young man and the meter reader's best friend, the dog, were involved in a classic altercation. The following accident report was filed:

Cause of Accident: Nasty little Schnauzer ambushed me from the side of the house, bit my left leg and got kicked.

Extent of Injury: Three tiny superficial marks entering into sub-cutaneous level of skin, no loss of blood or nerve.

Statement of injured party: In utter surprise attack this vicious canine made an attack from nine o'clock low catching my left flank in the lower extremity (or leg) at the level commonly known as mid-shin.

Not be be outdone by any little Schnauzer, **HOWARD SANDEFER** came up with a truly unique experience as evidenced by his accident report following a trip to a local meter.

Cause of Accident: Reading meter in junk yard with four sheep. Ram butted me on right hip.

Extent of Injury: Sore hip and sprained feeling in right leg.

Statement of injured party: I allowed the three ewes to get ahead of me and the ram to get behind me. As I looked back at him, he butted me.

What could have been done to prevent accident: "Possibly by keeping closer watch on the ram."

Sandfer concluded saying he "failed to anticipate the animosity of the ram."

As a wise old philosopher once said, "some days it just doesn't pay to get out of bed."



Welcome Aboard!

WESTERN DIVISION

Distribution

Wiese, Ervin H., Helper - T&D Dept (Line)
Steinhardt, Leonard L., Helper - T&D Dept (Relay)
Hapes, George H., Commun Serviceman 2/C - T&D
Moulder, Davis E., Helper - T&D Dept (Line)
Pace, Huey, Jr., Helper - T&D Dept (Line)
Babcock, Gary W., Lineman 2/C - T&D

Treasury

Yates, Wonderful C., Clerk - Cust Acctg
Nash, Doris T., Local Office Clerk

BATON ROUGE DIVISION

Production

Livingston, James D., Operator's Helper (La Sta)

Distribution

McGrew, James C., Helper - T&D Dept (S/Sta)
Pollins, Stanley J., Helper - T&D Dept (Line)
Ivey, Tommy L., Helper - T&D Dept (S/Sta)
Maranto, James A., Helper - T&D Dept (Line)
Ranel, Johnnie H., Dept Clerk - T&D (Service)
Lemoine, Nancy A., Dept Clerk - T&D (Relay)
Brumfield, Eleanor W., Dept Clerk - T&D (Eng)

Treasury

Warner, Cecil J., Jr., Meter Reader
Kitchens, David W., Meter Reader
Simpson, Jennie G., Clerk - Cust Acctg

LAKE CHARLES DIVISION

Treasury

Hodges, Allen D., Meter Reader
Hanks, Julie J., Clerk - Cust Acctg
Cormier, Patrica C., Clerk - Cust Acctg
Frey, Ruth A., Local Office Clerk
Fontenot, Joseph, Meter Reader

SYSTEM DEPARTMENTS

System Engineering

Huckabay, Glen A., Engr Helper - Eng Des (Des Eng-Const Draftg)
Richards, Harold G., Engr Helper - Eng Des (Des Eng-Const)
Stevens, Richard G., Engr Helper - Eng Des (Des Eng-Const)
Heufelder, Carol J., Dept Clerk - Eng Des (Stnds-Equip)

System Treasury

Parker, Paula D., Clerk - Gen Acctg (Accts Payable)

BEAUMONT DIVISION

Distribution

Ryman, Lloyd E., Jr., Helper - T&D Dept (S/Sta)
Wilson, Larry J., Helper - T&D Dept (Line)
Williams, Gregory L., Helper - T&D Dept (Line)
Collier, James E., Helper - T&D Dept (Line)

Treasury

McClure, Thomas P., Meter Reader

PORT ARTHUR DIVISION

Distribution

McLeod, Ernest H., Jr., Helper - T&D Dept (Line)
Pinell, Walter J., Helper - T&D Dept (Line)
Davis, Danny L., Helper - T&D Dept (Line)
Rodgers, Edward, Laborer I - T&D (Line)
Harrison, Charles L., Laborer I - T&D (Bldg & Grnds)

Sales

Nelson, Marianne S., Home Service Advisor

Treasury

Clayton, Hurley, Jr., Meter Reader

Production

Morgan, John C., Equipment Operator (Sabine Sta)

MANAGEMENT AND/OR PART TIME EMPLOYEE

Sandberg, Kenneth R., Jr., Engineer - Sys Prod
Wright, James C., Engineer - Sys Prod
Williamson, Stephen C., Engineer - Sys Prod
Webb, Pamela J., Engineer - Sys Eng Des (Rel Des & Coord)
Hoelzle, Harry, Jr., Student Engr - Sys Eng Plng (Planning)
Siragusa, James R., Student Engr - Sys Eng Des (Des Eng-Const)
Miller, Don A., Assoc Engr - Sys Eng Des (Des Eng-Const)
Zemanek, John H., Engineer - T&D (Eng)
Leland, Clarence M., Engineer - T&D (Eng)

Sonja's Suggestions



Sonja Burkett is a home economist in our advertising department. Much of her job involves the production of publications for the home service department. She works on monthly "How-To-Make" recipe bulletins, the annual holiday recipe book and GSU's annual recipe booklet. A new publication she prepared this year was a cookbook designed for 8 to 12 year olds.

A graduate of Iowa State University, Sonja has been with the company a year. Before moving to Beaumont, she and her husband, Ron, lived in Corpus Christi where he was with PPG Industries and Sonja was in the advertising department at Central Power and Light Company.

Ron and Sonja entertain often. Here are some of their favorite recipes.

SAUSAGE MUSHROOM QUICHE

2 cups sliced fresh mushrooms
1 Tbsp. butter or margarine
4 eggs
1 cup light cream
1/2 cup Sauterne or other white dinner wine
3/4 tsp. salt
1/4 tsp. pepper
1/8 tsp. dill weed
1 cup shredded Jack or Swiss cheese
One 12 oz. pkg. smoke-flavored cocktail sausages or larger sausages cut in chunks or slices
1 unbaked 9 inch pie shell with high fluted rim

Saute mushrooms in butter or margarine. Beat eggs; add cream, wine, salt, pepper and dill, and mix well. Combine mushrooms, cheese and sausages in pastry-lined pan, and pour egg mixture over them. Bake at 375 degrees 35 minutes, until set in center. Cool 10 minutes before cutting. Serves 6 to 8.

SAUERBRATEN MEATBALLS

1 lb. ground beef
3/4 cup soft bread crumbs
1/4 cup onion, finely chopped
2 Tbsps. lemon juice
2 Tbsps. water
1/2 tsp. salt
Dash pepper
2 1/4 cups water
3 beef bouillon cubes
1/2 cup brown sugar
1/4 cup dark seedless raisins
1/4 cup (additional) lemon juice
3/4 cup gingersnap crumbs
One 8 oz. pkg. noodles
1 tsp. poppy seeds

Combine meat, bread crumbs, onion, 2 Tbsps. lemon juice, 2 Tbsps. water, salt and pepper. Shape into 1 inch balls. Brown meatballs in small amount of hot fat. Remove meatballs; add 2 1/4 cups water to drippings and bring to boil; stir in bouillon cubes, sugar, raisins, 1/4 cup lemon juice and gingersnap crumbs. Add meatballs and cook uncovered over low heat 10 minutes. Turn meatballs, spooning sauce over; cook 5 minutes, stirring occasionally. Cook noodles according to pkg. directions. Drain and top noodles with poppy seeds. Serve meatballs and sauce over noodles. Serves 5 to 6,

SPICY SALAD DRESSING

2 Tbsps. butter or margarine
2 Tbsps. ketchup
2 Tbsps. vinegar
2 Tbsps. Worcestershire sauce
Salt to taste
Pepper to taste

Combine ingredients in saucepan and heat. Serve hot over peeled ripe avocado halves in beds of fresh spinach or lettuce.

THUNDERBOLT KRAUT CHOCOLATE CAKE

2/3 cup butter or margarine
1 1/2 cups sugar
3 eggs
1 tsp. vanilla
1/2 cup unsweetened cocoa
2 1/4 cups sifted flour
1 tsp. baking powder
1 tsp. baking soda
1/4 tsp. salt
1 cup water
2/3 cup rinsed, drained and chopped sauerkraut

Cream well butter with sugar. Beat in eggs and vanilla. Sift together dry ingredients; add alternately with water to egg mixture. Stir in kraut. Turn into 2 greased and floured 8 inch square or round baking pans. Bake at 350 degrees 30 minutes or until cake tests done. Fill and frost with Mocha Whipped Cream; garnish with chocolate leaves, if desired.

Mocha Whipped Cream

1 1/2 cups heavy cream
3 Tbsps. sugar
1 Tbsp. instant coffee (with chicory)
2 tsps. unsweetened cocoa
2 Tbsps. rum (optional)
Combine ingredients and whip until soft peaks form. Makes about 3 cups.

INTERNATIONAL COFFEE

1/3 cup instant cocoa mix
1/4 cup instant coffee
1 qt. boiling water
Sweetened whipped cream

Mix cocoa and coffee in a serving pot. Pour in water; stir. Serve steaming hot and top with sweetened whipped cream. Serve in demitasse or other small cups. Serves 8.

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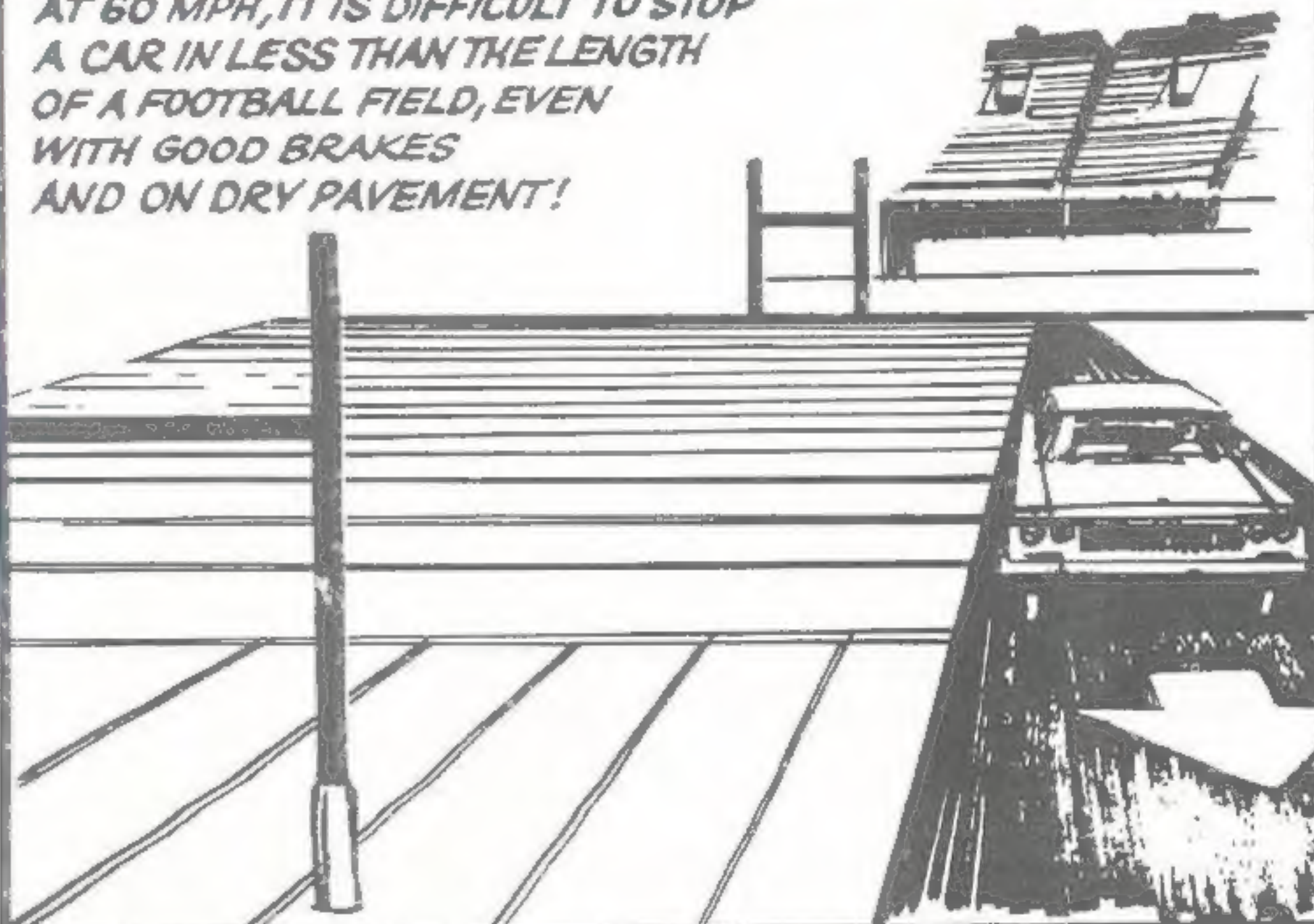
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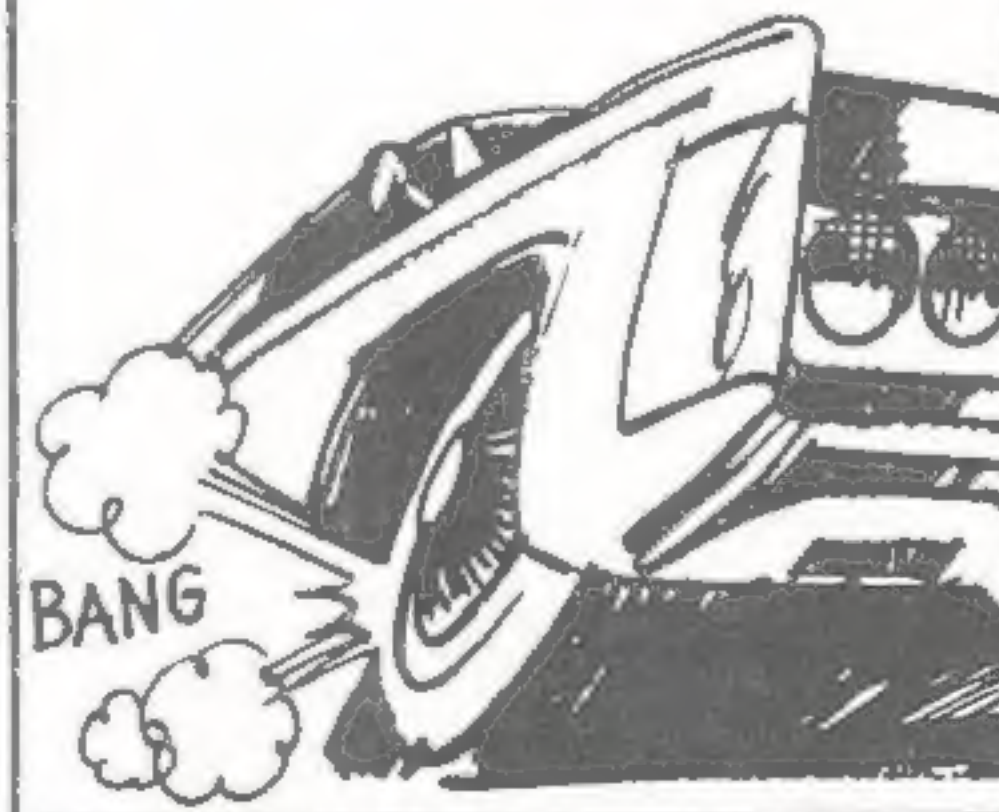
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AND ON DRY PAVEMENT!



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SELF AND THE CAR AHEAD...
AT LEAST ONE CAR LENGTH
FOR EACH 10 MPH!



DON'T BRAKE WHEN A TIRE
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ACCELERATOR, KEEP THE
CAR ON A STRAIGHT PATH, AND
BRAKE GRADUALLY WHEN
THE CAR IS UNDER CONTROL!

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